

ONdigital Customer Service Centre
PO Box 4
Plymouth PL1 3XU

t: 0870 600 9696
www.ondigital.co.uk



More choice through your aerial



29th October 1999

Dear 

Welcome to ONdigital.

You've made the right choice. ONdigital is the simplest way to get more choice through your aerial.

And with our exciting channels, you now have even more great television to enjoy. The enclosed pack shows you how to find your way around, and get the best out of your new ONdigital service.

For a taste of what's on in the coming month, take a few moments to flick through the enclosed ONdigital TV Guide. Your Guide lists every ONdigital programme, channel by channel, day by day and you'll receive it every month.

If you'd like to change your choice of channels, nothing could be easier. Just call 0870 600 9696 and we'll take care of it. We just ask you to keep them for a minimum of 30 days. And, if you're a sports fanatic, or film buff, you won't want to miss any of the action on our premium channels from Sky and FilmFour.

Sky Sports 2 has recently been added to the ONdigital channel line up. If you have selected Sky Sports 2, rest assured that although it does not appear in your channel selection it will be included in your ONdigital package.

Like to win a fabulous new Philips digital camera?

We aim to make digital television easy and enjoyable for you, so please let us know if you think we can improve our services. You could help us now by filling in our enclosed questionnaire. It will only take a few moments and you could win a fabulous new Philips digital camera.

Any questions? Just call us on 0870 600 9696. We'll be happy to help.

Yours sincerely

A handwritten signature in black ink that reads 'Gabrielle Simcocks'.

Gabrielle Simcocks
Director of Customer Marketing

Free to view channels

ONdigital gives you access to all these free to view channels.



All your traditional favourites, now utterly transformed by digital technology. (Not available on satellite.)



A brand new channel for England and Wales with a different view – younger, fresher and sportier. (Not available on satellite.)^{††}



It's alternative, edgy, risky, innovative – and now Channel 4 has gone digital.

either/or



Home-grown programming for Wales, 12 hours a day.



All your favourites coming to you bigger and better than ever.*



The originality and diversity you expect, now with more widescreen broadcasts.*



Great graphics and information, from today's news headlines to share prices in Japan. Quick and easy to find your way around.* (Coming soon.)



All the news you need 24 hours a day. News bulletins on the hour and headlines every 15 minutes.*



A complete Parliamentary service providing factual information on the issues that shape the way we live (audio only).*



An integrated television programming and internet service that lets you get the knowledge you want in a new and more involving way.*



Gives you more of what you enjoy, the chance to catch up on programmes you have missed, extended coverage of music and sports and the inside information on your old favourites from BBC ONE and BBC TWO.*[†]



A new and lively terrestrial channel with better UK-wide coverage than ever before.



Clearer text, web-style graphics, faster, easier... it's definitely not the Teletext you know. (Coming soon.)

What it costs

After you've subscribed to your primary channels, you can select as many available premium channels as you want:

FILMFOUR – £5.99 a month

1 SKY CHANNEL – £11 a month

2 SKY CHANNELS – £15 a month

3 SKY CHANNELS – £18 a month

SKY SPORTS 1 includes SKY SPORTS 3 as a bonus channel

* BBC Services are non subscription and are available as part of the licence fee.

† BBC Choice: dedicated versions available for Scotland, Wales and Northern Ireland.

†† S2 available in Scotland, TV-You available in Northern Ireland.

Primary channels

Sport, movies, cartoons... truly something for everyone.



One of the UK's most popular channels, featuring the latest Friends and ER.



For adults as well as children. The only 24-hour all-cartoon channel.



The UK and Ireland version of the world-famous 24-hour youth entertainment channel.



Live sports for all – football, motorsport, tennis, rugby, cycling, athletics – from home and abroad.



Great movies, 24 hours a day, 7 days a week.

These two channels count as one



Fresh and involving – the up to the minute women's magazine on TV.



Fast cars, bikes & women – the channel for men who like all the action.



Real life TV with lifestyle, wildlife, people, business, and travel.

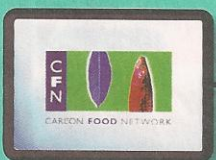


Entertainment and education for children of all ages.



The home of the hits – comedies, dramas and soaps from around the world.

These two channels count as one



TV to tempt your tastebuds on Europe's only food channel.



High quality drama series, comedies and quiz shows.

These two channels count as one



Real people, nature, history, science and adventure – the BBC at its factual best.



You and your home, gardens, travel and leisure, food and wine... your channel for inspiration.

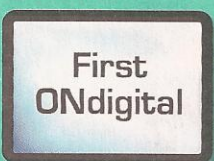


A quality selection of popular British comedy and drama.

Bonus Primary channels



The UK's only music and comedy channel.



Blockbuster movies, sports, events – see them first on First ONdigital.



Free, live coverage of UEFA Champions League.*



The High Street on your TV screen. Do your shopping from your sofa with this free bonus channel.

* Available when you choose more than one primary channel.

Premium channels

Our premium movie channels bring you a choice of around 700 movies every month, from black & white classics right up to the latest blockbusters. Take your seat whenever you choose.

There's plenty in store for sports fans, too. With ONdigital you can be sure of seeing great live sport on our premium sports channels.



Recently-released box office hits, blockbusters and award-winning movies – all this plus Barry Norman.



Action, comedy and cutting-edge independent cinema – pure movies with attitude.



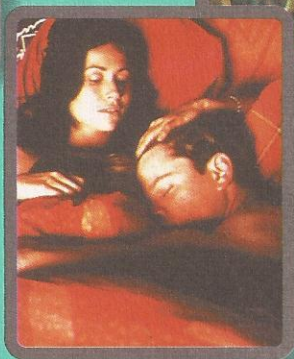
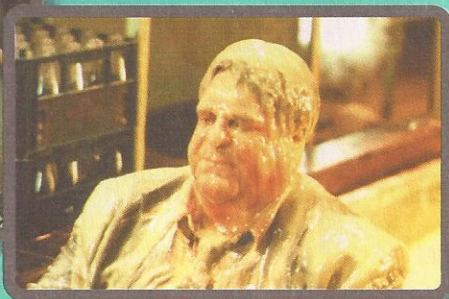
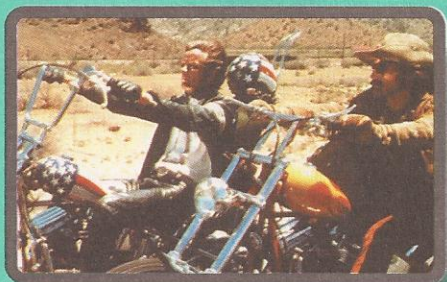
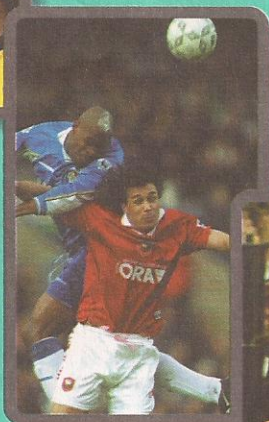
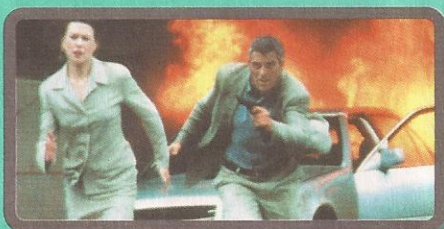
Top British films, premieres of FilmFour Productions, independent American cinema and the most influential and provocative films from the rest of the world.



The best live sport and in-depth sporting analysis, plus Premier League Football.



More sport from around the world. You get this free when you choose Sky Sports 1.



Questionnaire Prize Draw Terms and Conditions

1. No purchase necessary. 2. There is one prize of a Philips Digital Camera. There is no cash alternative. 3. All completed questionnaires must be sent to ONdigital Customer Services, PO Box 4, Plymouth, PL1 3XU by pre-paid post and must be received by 31.01.00. 4. Entrants must be resident in the UK and over the age of 18. 5. Only one entry per person allowed. 6. Entry to the prize draw is free and must be on official draw coupons obtainable from ONdigital. All competition entries shall belong to ONdigital. 7. The draw will be made by an independent person and the winner will be the first entry drawn at random from all entries received by the closing date. The winner will be notified by post within 28 days of the closing date. 8. ONdigital is not responsible for entries lost, mislaid or damaged. 9. Agents, employees of ONdigital and their families are ineligible to enter. 10. The name and county of the prize winner will be made available after the closing date to those sending a stamped self-addressed envelope marked 'Results'. The Competition Department, ONdigital, 346 Queenstown Road, London, SW8 4DG. 11. The decision of ONdigital is final and no correspondence will be entered into.

© ONdigital 1999. Registered office 346 Queenstown Road, London, SW8 4DG. ONdigital Customer Service, PO BOX 4, Plymouth, PL1 3XU.

© Allsport. Peacemaker, The Borrowers and Good Will Hunting courtesy of Sky Premier. Granada Sky Broadcasting, FilmFour, UKTV.

Digital television
made simple.

digital
on

So what exactly is digital television?

Digital television is simply a better way of watching TV.

The pictures are pin sharp, the sound is crystal clear, and you can watch in cinema-style widescreen with the latest television sets.

But there's more to digital TV than great sound and pictures, because you also get more of the programmes you really want to watch.

And now thanks to ONdigital, you can be sure getting digital television is refreshingly simple and affordable.

No dish. No cable. Simply an aerial.

ONdigital is really simple to switch on and use because it comes through a normal TV aerial. So you don't need a dish or cable.

All you do need is an ONdigital box that sits on top of your TV and plugs into the back of the set, or a digital TV that has the technology built in.

You can even unplug your box from one television and plug it into another, so you can view digital TV wherever you are in the house.

Once you've bought your ONdigital box or digital TV and completed an application form, you simply switch on and enjoy.

Will my aerial pick up ONdigital?

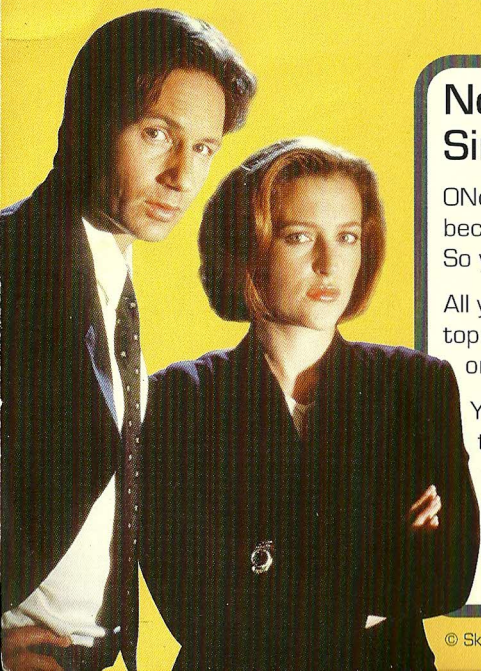
YES! In the majority of cases, your existing TV aerial will be ideal.

Some viewers may need an upgrade to their existing aerial. Subject to our terms and conditions, ONdigital will be happy to arrange for a Standard Aerial Upgrade if required. This includes the adjustment or replacement of most existing domestic aerials.

A free Standard Aerial Upgrade may not be available in every case, if for example your aerial system is particularly complex or is part of a shared system. Written terms and conditions are available on request.

Coverage

Already, ONdigital reaches the majority of the UK population. This coverage will rapidly increase over the next 18 months. Ask your retailer to check your coverage and tell you which channels you will be able to receive.





Let your TV make your life simpler

With ONdigital you also get our ONscreen Guide. Fast and easy to use, your guide shows you what's on now and what programmes are to follow, all without interrupting your viewing.

Soon ONdigital will offer you a range of pay per view programmes. And with an optional keyboard, ONdigital customers will be able to send and receive e-mail through their TV set.

You won't have to upgrade your ONdigital box to get all these services, so you can be sure it's a good long term investment.

What channels will I be able to watch?

Receiving digital TV through an aerial is the best way of seeing all your favourite channels in digital as well as a wide selection of new ones. That's because digital ITV and the new ITV2 are not available on satellite.

You'll also get BBC ONE, BBC TWO, Channel 4 and Channel 5 in digital quality. Plus other new 'free to view' channels, including BBC NEWS 24 and BBC CHOICE.

On top of these you can receive a choice of other great channels from key terrestrial broadcasters as well as Digital Teletext which is coming soon.

To make things simple, we've grouped the channels you can watch under three headings: free to view, primary and premium.



Free to view channels

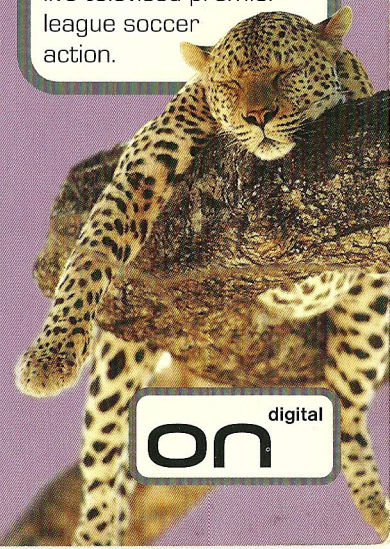
BBC ONE, BBC TWO, ITV, Channel 4, Channel 5 and Digital Teletext are known as 'free to view' channels. If you receive digital TV through an aerial you can watch them in digital at no extra cost. There are other exciting new 'free to view' channels to watch too - ITV2, BBC CHOICE and BBC NEWS 24. All BBC digital services are available as part of the licence fee.

ONdigital primary channels

You can also view a variety of primary channels which you pay for by subscription. These offer lots for all the family, including documentaries, films, sports and cartoons. Choose any six or go for all of ONdigital's primary channels - the choice is yours, and the amount you pay depends on the number you take. You also get First ONdigital and Shop! as free bonuses.

ONdigital premium channels

For a little extra each month you can watch FilmFour or the Sky premium channels - Sky Premier, Sky MovieMax, and Sky Sports 1 (with Sky Sports 3 as a bonus channel). So you can catch everything from the latest blockbusters to all the live televised premier league soccer action.



on^{digital}

Pick and mix – choose the channels you want to watch

Some television companies only offer set packages that include channels you don't want. Worse still, you have to pay for the channels you never view.

So it's good to know that ONdigital lets you choose the channels you want to watch. ONdigital is the only service which gives you this freedom of choice.

A great choice of channels

You can choose any six or take all of our primary channels.

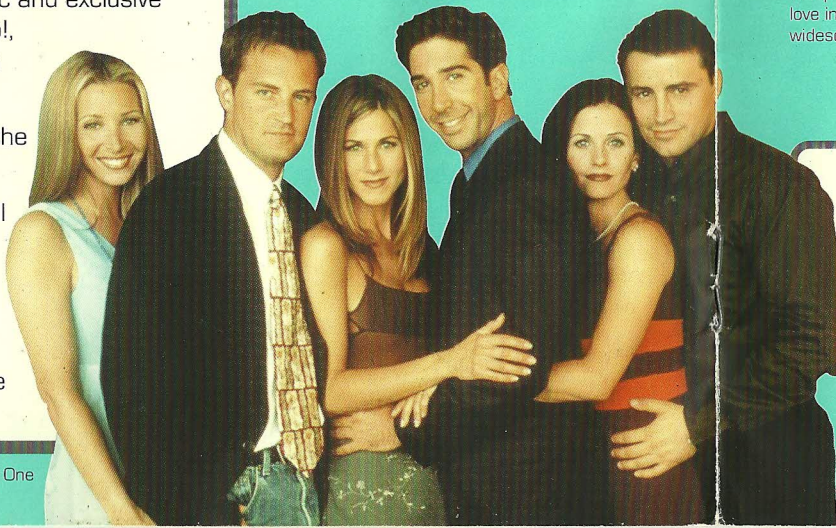
That's in addition to two bonus services: First ONdigital (our special showcase service featuring first screenings of major dramas, entertainment, comedy, music and exclusive sporting occasions) and Shop!, a new shopping channel from Granada and Littlewoods.

Then simply add and pay for the premium channels you want.

As an introductory offer you'll receive all ONdigital primary channels for the price of six for the first three months.

Then, you simply pick those you want to receive to create your very own line up.

You can also change your choice of channels free of charge. We just ask that you keep them for a minimum of 30 days.



© Sky One

Free to view channels - available without subscription:



You know what's on. But the quality of the picture and sound may come as a surprise. Not available on satellite.



New from ITV. A contemporary mix of sport, drama, music, factual programmes and entertainment for a younger audience. Not available on satellite.

Not available in Scotland and Northern Ireland.



The programmes you know and love in digital quality with more widescreen broadcasts.*



The programmes you know and love in digital quality with more widescreen broadcasts.*



The BBC's vast news gathering resources bring you live, uninterrupted coverage of important events as they happen, 24 hours a day.*



The BBC's first new general channel since BBC TWO. Scotland, Wales and Northern Ireland each have their own version.*



The quality programmes you'd expect, but with widescreen pictures and CD sound.



Popular mainstream viewing with entertainment, new comedy, drama and films plus sport and documentaries.



Digital Teletext will provide quicker pages, text will be easier to read and the pictures and graphics more detailed. It is not available on digital satellite.

Coming Soon.

*The BBC brings you these as part of the licence fee.

ONdigital Primary channels:



24 hours of high quality choice ranging from vintage 30's titles to contemporary classics. Includes the world's brightest film-making talent.



The very best of contemporary dramas, plus quizzes, movies, comedies, documentaries and selected sporting and music events. High quality, both acquired and home grown.



Europe's only dedicated food channel, bringing you the world's finest chefs, food experts and celebrities, serving up over 50 hours of mouth-watering programmes every week.



The ultimate men's magazine on air, featuring the latest fast cars, fast bikes and fast women.



The No.1 for family entertainment, featuring Friends, ER, the Uncovered series and award-winning Dream Team.



Quality British comedy and drama. From Shooting Stars and Only Fools and Horses to Hamish Macbeth and This Life. The kind of TV you want to see again and again.



The very best of children's programming: dramas, documentaries, educational series, puppet shows and animation. Wide appeal from tots to teens.



The only 24-hour all cartoon channel. All time favourites include Tom & Jerry, The Flintstones and Bugs Bunny, plus new toons like Cow and Chicken and Johnny Bravo.



Very wide range of factual programmes. Natural history, human interest, health, medicine, fitness, business, finance, travel, food. Also leisure, DIY, gardening, fashion, music, art.



The UK's only music and comedy channel. A combination of harmony and hilarity with lots of brand new programmes alongside special versions of BBC shows.



The channel for inspiration, escape and entertainment, with the focus on homes, antiques, gardening, travel and cookery.



The best of the BBC's factual entertainment about real people, nature, history, science, travel and adventure.



The passion, drama and excitement of sport at its highest level: live action from some of the biggest events in the world.



The ultimate women's magazine on air, offering the freshest, most compulsive and involving television.



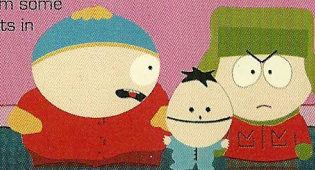
"The home of the hits", offering the very best in classic television entertainment from Britain and America.



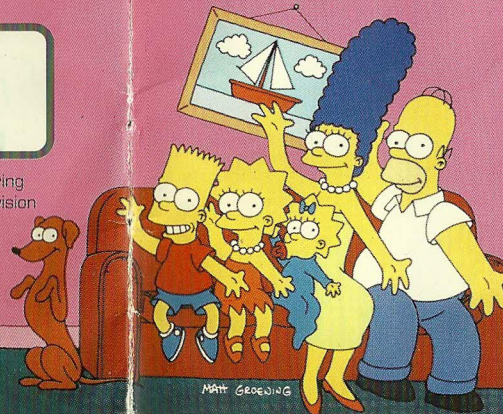
Bonus channel for subscribers The High Street on your TV! For the biggest names and the best prices, turn on, sit back and Shop!



Bonus showcase for subscribers Your bonus showcase series. Regular specially commissioned programmes and events including dramas, entertainment, comedy and music, as well as exclusive sports rights.



© Sky One



Matt Groening

© Sky One

The Simpsons. © and TM Twentieth Century Fox Film Corporation - All Rights Reserved.

ONdigital premium channels:

SKY SPORTS 1

The best of British live sport.
In-depth sporting analysis.
A wide range of sport-related
programmes including
Premier League Football.

SKY SPORTS 3

A bonus channel when you choose
Sky Sports 1.

MI
SKY
MOVIE MAX

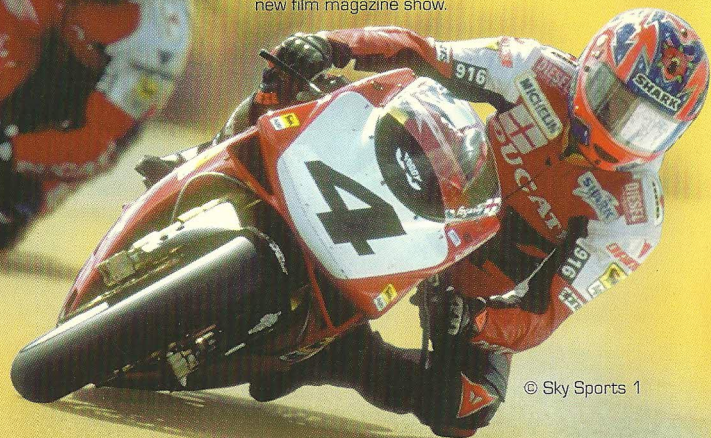
A potent cocktail of action,
comedy, romance and cutting-
edge independent cinema –
pure movies with attitude.

SKY
PREMIER

Recently-released box office hits,
blockbusters, award-winning
movies and originally produced
films – all this plus Barry Norman's
new film magazine show.

FILM FOUR 4

The best in modern
independent cinema from
the UK, Europe and the US
every night from 6pm.



© Sky Sports 1

Will it cost me an arm and a leg?

No, because you only pay for the channels you want to watch.
First, choose one of the following options:

- Any 6 primary channels: £7.99 a month
- All primary channels: £9.99 a month

Then, by paying a little extra, you can watch any or all of our premium channels as well. Simply choose which you want and add them to your selection.

- FilmFour: £ 6.00 a month extra
- Any 1 Sky premium channel: £11.00 a month extra
- Any 2 Sky premium channels: £15.00 a month extra
- All 3 Sky premium channels: £18.00 a month extra

For example, if you opted for six primary channels
and Sky Premier, here's how it works:

Six primary channels: £ 7.99 a month
Sky Premier: £ 11.00 a month
TOTAL COST: £ 18.99 a month

Joining ONdigital is simple

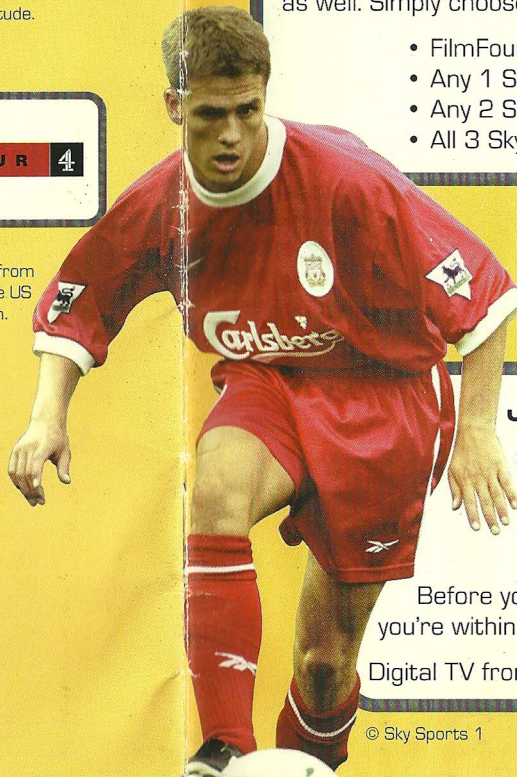
Simply sign up at your nearest ONdigital retailer, choose
the channels you want to watch, buy your ONdigital box
or integrated digital TV, take it home and plug it in. Then
switch on, sit back and enjoy digital television at its finest.

Before you go ahead, the store assistant will check and confirm
you're within the ONdigital coverage area.

Digital TV from ONdigital. It's the next step in television.

on
digital

© Sky Sports 1



ONdigital Important Information

All subscription payments are quoted monthly and are inclusive of VAT. Minimum subscription period is 12 months. Subject to status. A one-off connection fee of £20 is payable with the first subscription payment.

Availability of channels and terms of offer may vary according to coverage in your area.

Reception may depend on the type and condition of aerial installation. Other terms and conditions may apply.

If you have any questions, please call
ONdigital Customer Support free on:

0808 100 0101

on digital

Customer Agreement

ONdigital box
and subscription.

More choice through your aerial.

digital
on

Welcome to the exciting world of ONdigital.

ONdigital really is the simple way to enjoy digital TV.

Just plug-in your ONdigital box and you're watching digital television at its finest.

You don't need a dish or cable, because ONdigital comes through a normal aerial.

And, since ONdigital lets you pick and mix your Primary channels, you have freedom to create your choice to suit your family's viewing needs.

ONdigital. What could be simpler?

Everything you need for complete peace of mind.

Complete this agreement and you will be entitled to:

- Your choice of channels from ONdigital's superb line-up.
- Extra services, including interactive games and – coming soon – e-mail and Pay-per-View events and movies.
- Monthly ONdigital TV Guide listing all the upcoming programmes you want to watch.
- Access to Free-to-View channels, including ITV2, BBC CHOICE, BBC NEWS 24 and – coming soon – Digital Teletext.
- FREE ONdigital box complete with remote control while you subscribe to ONdigital.
- ONdigital Helpline to sort out any queries or questions quickly and courteously – just call our Customer Support team on 0870 600 9696.
- Prompt replacement of box should it break down.

Read on to find out more about the great ONdigital services your monthly subscription will give you...



How do I sign up?

1. Check the coverage

Your retailer will check your address to help make sure you can receive ONdigital.

2. Select your channels

Your retailer will help you to choose your channels.

Begin by getting to know all the available channels, which are listed on pages 4-5.

Next, take a look at the selection of channel options with the relevant subscription costs on page 6.

Simply select your channel option and list your choice of channels where appropriate.

3. Complete the Customer Application form

Your retailer will help you to fill out your application form in the store.

Make your selection of Primary channels and indicate which Premium channels you would like.

Please take a few minutes to read the full terms and conditions before you sign your Customer Agreement. Your retailer will then give you an ONdigital Customer Account Number.

4. Call us!

When you get home, simply plug the box straight into the back of the TV set. Full details of how to set up your box are in the ONdigital Starter Pack included with your box. Then call the Customer Activation Team on 0870 600 1616 and quote your Customer Account Number to activate your box.

That's it! Now simply sit back and enjoy digital television at its finest.

Will my aerial pick up ONdigital?

Yes! In the majority of cases, your existing TV aerial will be ideal. Some viewers may need an upgrade to their existing aerial. Subject to our terms and conditions, ONdigital will be happy to arrange for a Standard Aerial Upgrade if required for special rates from £40. Call the ONdigital Customer Support Team for further details on 0870 600 9696.

Now let's take a look at the exciting line-up of ONdigital channels you can choose from...

Channel Line-up

ONdigital Primary channels

These two channels count as one choice

These two channels count as one choice



24 hours of high quality choice ranging from vintage 30s titles to contemporary classics. Includes the world's brightest film-making talent.



The very best of contemporary dramas, plus quizzes, movies, comedies, documentaries and sporting and music events. High quality, both acquired and home grown.



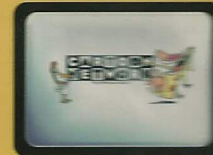
Europe's only dedicated food channel, bringing you the world's finest chefs, food experts and celebrities, serving over 50 hours of mouth-watering programmes every week.



The very best of children's programming: dramas, documentaries, educational series, puppet shows and animation. Wide appeal from tots to teens.



Wide range of factual programmes. Natural history, human interest, health, medicine, fitness, business, finance, travel, food. Also leisure, fashion, DIY, gardening, music, art.



The only 24-hour all cartoon channel. All time favourites include Tom & Jerry, The Flintstones and Bugs Bunny, plus new toons like Cow and Chicken and Johnny Bravo.



The UK's only music and comedy channel. A mix of harmony and hilarity with lots of new programmes alongside special versions of BBC shows.



Quality British comedy and drama. From Shooting Stars and Only Fools and Horses to Hamish Macbeth and This Life. The kind of TV you want to see again and again.



The channel for inspiration, escape and entertainment, with the focus on homes, antiques, gardening, travel and cookery.



The best of the BBC's factual entertainment about real people, nature, history, science, travel and adventure.



The No.1 for family entertainment, featuring Friends, the Uncovered series, ER and award-winning Dream Team.



The passion, drama and excitement of sport at its highest level: live action from some of the biggest events in the world.

These two channels count as one choice



The ultimate women's magazine on air, offering the freshest, most compulsive and involving TV.



The ultimate men's magazine on air, featuring the latest fast cars, fast bikes and fast women.

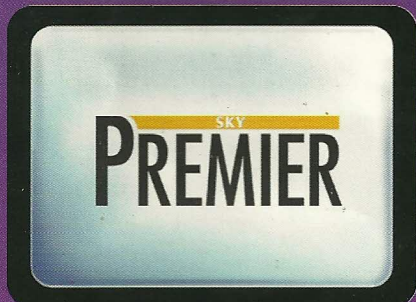


"The home of the hits", offering the very best in classic television entertainment from Britain and America.



This cult music channel mixes an irreverent presentation with hits and videos from mainstream and underground music. Coming July 1st.

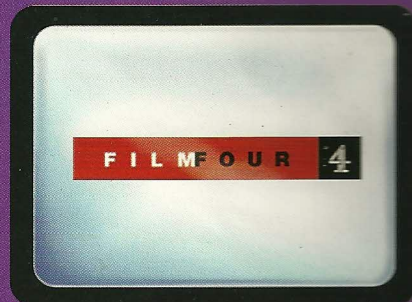
ONdigital Premium channels



Recently-released box office hits, blockbusters, award-winning movies and originally produced films - plus Barry Norman's new film magazine show.

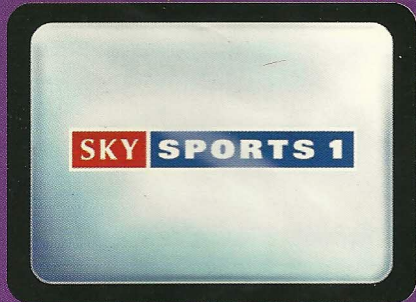


A potent cocktail of action, comedy, romance and cutting-edge independent cinema - pure movies with attitude.



The best in modern independent cinema from the UK, Europe and the US every night from 6pm.

These two channels count as one choice



The best of British live sport. In-depth sporting analysis. A wide range of sport-related programmes including Premier League Football.



A bonus channel when you choose Sky Sports 1 (only where available).



Free-to-View channels

All ONdigital customers have access to Free-to-View channels at no extra cost.



The programmes you know and love in digital quality with more widescreen broadcasts.



The programmes you know and love in digital quality with more widescreen broadcasts.



The BBC's first new general channel since BBC TWO. Scotland, Wales and Northern Ireland each have their own version.



The BBC's vast news gathering resources bring live, uninterrupted coverage of key events as they happen, 24 hours a day.



An integrated television and programming internet service that gives you the knowledge you want in a new and involving way. Look out for the summer launch.



A complete parliamentary service providing factual information on the issues that shape the way we live. [Audio only.]



Great graphics and information, from today's news headlines to shareprices in Japan. Quick and easy to find your way around. [Coming soon.]

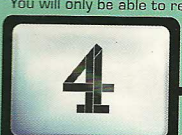
You will only be able to receive one of these channels.



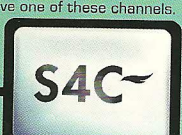
You know what's on. But the quality of the picture and sound may come as a surprise. Not available on satellite.



New from ITV. A contemporary mix of sport, drama, music, factual programmes and entertainment for a younger audience.



The quality programmes you'd expect, but with widescreen pictures and CD sound.



Home-grown programming for Wales, 12 hours a day.



Popular mainstream viewing with entertainment, new comedy, drama and films plus sport and documentaries.



Digital Teletext will provide quicker pages, text will be easier to read and the pictures and graphics more detailed. [Coming soon.]

Remember - whilst ONdigital viewers can enjoy digital ITV & ITV2 and Digital Teletext, these services are not available for satellite TV subscribers.

* The BBC brings you these as part of the licence fee. † Not available in Scotland and Northern Ireland.

ONdigital

Free Bonus channels



The High Street on your TV! For the biggest names and the best prices, turn on, sit back and Shop!



Regular specially commissioned programmes and events including dramas, entertainment, comedy and music.

UEFA Champions League

ONdigital will bring you live coverage of the UEFA Champions League from this Autumn. Our extensive coverage will be free to all ONdigital subscribers taking six Primary channels or more for the 1999/2000 season (subject to coverage).



Selecting your channels

As an ONdigital customer, you will receive all available Primary channels listed on the previous pages for the first three months. This way, you can get to know our Primary channels before you choose which of them you want to take. This is not available for those customers who choose the Basic Entry Choice.

At the end of this three month introductory period, you have two options:

a. Continue to subscribe to all Primary channels along with your choice of Premium channels.

Your monthly subscription will increase by just £2 per month.

b. Choose any six Primary channels along with your selection of Premium channels and continue to pay the amount listed below.

DON'T WORRY! We will be in touch before the end of your introductory period to give you plenty of time to make your choice.

Choose which channels you want, then enter the number of your choice from 1 to 11 plus your choice of Premium channels on the space in the Customer Application Form opposite.

All selections include an ONdigital box for the length of your subscription, access to Free-to-View channels and ONdigital free Bonus channels.

1	All available Primary channels <small>plus Shop! and First ONdigital where available</small>	3 Sky Premium channels <small>(Sky Sports 3 free where available)</small>	FilmFour	£33.98
2	All available Primary channels <small>plus Shop! and First ONdigital where available</small>	2 Sky Premium channels <small>(Sky Sports 3 free with Sky Sports 1 where available)</small>	FilmFour	£30.98
3	All available Primary channels <small>plus Shop! and First ONdigital where available</small>	1 Sky Premium channel <small>(Sky Sports 3 free with Sky Sports 1 where available)</small>	FilmFour	£26.98
4	All available Primary channels <small>plus Shop! and First ONdigital where available</small>	3 Sky Premium channels <small>(Sky Sports 3 free where available)</small>	-	£27.99
5	All available Primary channels <small>plus Shop! and First ONdigital where available</small>	2 Sky Premium channels <small>(Sky Sports 3 free with Sky Sports 1 where available)</small>	-	£24.99
6	All available Primary channels <small>plus Shop! and First ONdigital where available</small>	1 Sky Premium channel <small>(Sky Sports 3 free with Sky Sports 1 where available)</small>	-	£20.99
7	All available Primary channels <small>plus Shop! and First ONdigital where available</small>	-	FilmFour	£15.98
8	All available Primary channels <small>plus Shop! and First ONdigital where available</small>	-	-	£ 9.99

Some customers will only be able to receive **Channel Menu E**. Your retailer will let you know if this applies to you. As you are unfortunately not able to receive six Primary channels, a special offer gives you a selection of Primary and Premium channels for a very special price.

9	Primary channels Carlton Cinema Cartoon Network Sky One Eurosport	Premium channels Sky Premier Sky Sports 1	-	£21.99
10	Primary channels Carlton Cinema Cartoon Network Sky One Eurosport	Premium channels Sky Premier Sky Sports 1	FilmFour	£27.98

ONdigital also offers a **Basic Entry** choice of one Primary channel, Shop! and First ONdigital plus the soon-to-arrive Pay-per-View services and access to e-mail services. Simply choose your one Primary channel now and the Premium channels you want when you activate your subscription.

11	Choice of any one Primary channel <small>plus Shop! and First ONdigital</small>	Sky Premium channels <small>available on request</small>	FilmFour <small>available on request</small>	£ 6.99
----	--	---	---	--------

Thank you for choosing ONdigital

We're proud of the quality of our channels and service here at ONdigital.

Everything we do is designed to make your move to the wonderful world of digital TV simple, straightforward and affordable.

Which means you can enjoy so many more of the programmes you really want to see – in superb digital quality.

Remember, if we can help you in any way, please call our Customer Support Team on 0870 600 9696.

Set-top box available for hire from ONdigital at no charge for as long as ONdigital subscription maintained. Minimum subscription is £6.99 per month for 12 months. Subject to status. Subscription amount may vary in accordance with the ONdigital subscription contract. Not available to non-domestic customers (pubs, clubs etc.). Customers must be 18 years or over. Programmes and channels are subject to alterations and may vary according to coverage in your area. Please check coverage and availability with your retailer. Reception may depend on the type and condition of existing aerial installation. A Standard Aerial Upgrade fee may be payable – from £40. Set-top box must be returned or will be collected by ONdigital if subscription contract terminates. Credit/debit card details may be taken as security. One set-top box per new subscription only. Information correct at time of going to press. For further details please call ONdigital free on 0808 100 0101.
ONdigital, 346 Queenstown Road, London SW6 4NE.



How does it
all work?

More choice through your aerial

on^{digital}

It's as simple as pressing a button

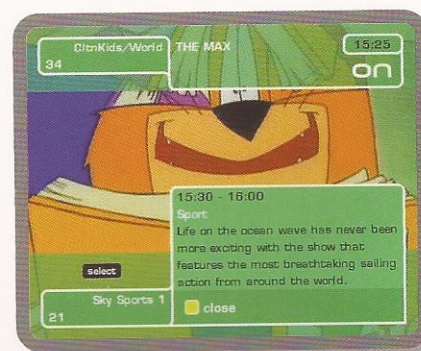
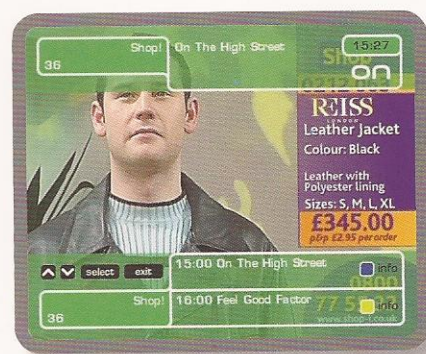
The remote control that came with your set top box or integrated TV gives you more control over your television viewing than ever before. You can do everything from finding out what's coming up on one channel while you're watching another, to 'locking' a TV channel so that your children can't watch it by mistake.

The best way to get to know the various features of your ONdigital set top box or integrated TV is to find yourself a few spare minutes, turn the TV on and follow this simple guide. Don't be frightened of experimenting – you can't press a 'wrong' button. You may notice that the colour of your screen displays differ from the guide depending on the make of your set top box or integrated TV.

On-screen TV guide

With ONdigital, it's easy to find out what's on now and next across the whole range of ONdigital channels – all from the comfort of your armchair.

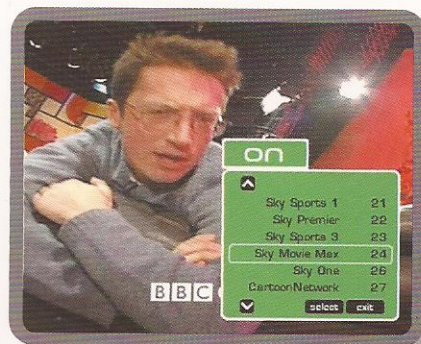
- When watching digital TV, launch the on-screen TV guide by pressing the INFO button on your remote.
- The guide appears on the screen. The top section displays the current channel number, name, programme name and time.
- At the same time, the lower section displays the same channel name and number, the name of the programme you are currently watching and the programme that's on next.
- For more information about the programme you are watching, press the BLUE button.
- When the additional information is displayed, use the UP and DOWN ARROW to scroll to a second page (if applicable). When you're done, press the BLUE button again.
- Press the YELLOW button and you can find out about the programme that follows.
- To look for programme information on channels other than the one you are watching, use the UP and DOWN ARROW buttons. When you do this the top part of the display doesn't change, but the lower section can display the current and next programmes on any other channel you choose.
- If you see a programme you want to watch, go straight to that channel by pressing SELECT.
- To remove the on-screen guide without changing channels, press the INFO or EXIT button.



On-screen channel list

This is simply a list of channel names and their numbers as they have been tuned on your box or TV. It lets you go straight to a channel even if you can't remember its number.

- When watching a digital channel, press SELECT. This will display the channel list.
- Six channels at a time will be displayed on-screen, with the channel you are watching already highlighted.
- Use the UP and DOWN ARROW buttons to scroll down the list of channels.
- The LEFT and RIGHT ARROW buttons can also be used to advance the channel list a whole page at a time.
- When the channel you want to see is highlighted, press the SELECT button.
- To leave the channel list without changing channels, press the EXIT button.

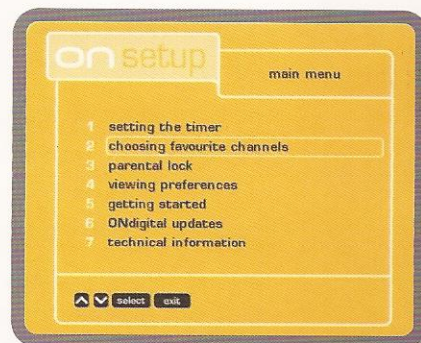


Favourite channels

The favourite channel feature allows you to identify certain channels and exclude all other channels from being selected when you use the P+ and P- buttons.

It means you can skip straight past any channels you don't subscribe to and find the channel you want faster and easier.

- When you're watching a digital channel, press MENU.
- From the main menu, select option 2 by pressing the number 2 button. This will display a list of current channels.
- Use the UP and DOWN ARROW buttons to highlight a channel that you want to select as one of your favourites, then press the SELECT button. A heart symbol appears, confirming you've selected that channel. Continue to select other channels in this way, first highlighting them and then pressing the SELECT button.
- When you have placed hearts against all the channels you want to be your favourites, you then need to switch the favourites mode ON. The bottom of the screen indicates that you 'switch favourites on' by pressing the GREEN button. As you do this the menu heading at the top of the screen will indicate that 'favourites are on'.
- If you want to switch the favourites mode off at any time, go back through the main menu and this time the bottom of the screen will indicate that you 'switch favourites off' by pressing the GREEN button. As you do, the top of the screen will indicate that 'favourites are off'.
- Should you wish to de-select some channels as your favourites, repeat the above steps, selecting option 2 from the main menu, highlighting the channel that you want to de-select using the UP and DOWN ARROW buttons, then finally press SELECT to remove the heart symbol.

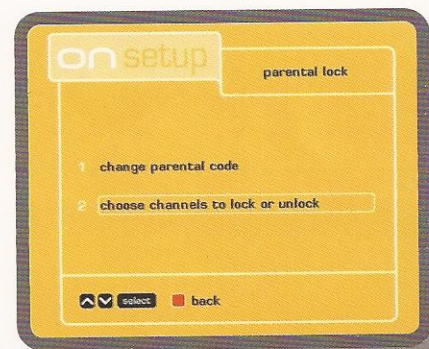
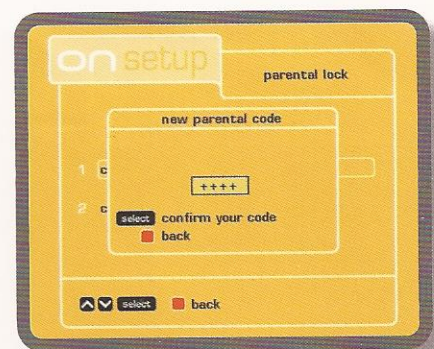


- Once you have chosen your channels and switched the favourites mode on, when you use the P+ and P- buttons, you will only scroll through the selected channels.
- When using the UP and DOWN ARROW buttons with the on-screen TV guide, you will also see favourites only. To see other channels in this instance, use the number buttons or the on-screen channel list.

Parental lock

This feature enables you to choose a 4 digit parental code that the set top box or integrated TV recognises as a 'pin number'. This number can then be used to 'lock' individual digital channels and prevent access to them until the correct code is entered.

- When watching a digital channel, press the MENU button. From the main menu, select option 3 – parental lock – by pressing number 3 button.
- The very first time you select this option, you will see two further menu options: 'enter new parental code' and 'choose channels to lock or unlock'. Before you can choose channels to lock, you must first enter a new parental code. Press button 1 to select this option.
- The screen now prompts you to enter your four digit code. Do this using the number buttons on your remote.
- Once you have entered your code, press SELECT to confirm it. You will then see a message asking you to remember your code.
- Press the RED button to return to the previous menu.
- You should now select option 2 'choose channels to lock or unlock' by pressing number 2 button on your remote.
- First, enter your parental code and press SELECT to confirm it.
- You will then see the list of channels to which you can apply the parental lock. If you have already set up any favourite channels, the heart symbols will already be appearing on this channel list.
- Select locked channels in the same way as you did your favourites, using the UP and DOWN ARROW buttons to highlight the channels you want to lock, then pressing the SELECT button. As you do, a padlock symbol will be displayed next to the channel name.
- Continue to do this for all the channels you want to lock.
- You then need to 'activate' the locked channels by closing the padlocks. At the moment, the bottom of the screen will indicate that you 'close locks' by pressing the GREEN button. As you do this, the menu heading at the top of the screen will indicate that 'locks are closed'.



- With the parental lock active, you will be unable to view channels which you have locked until the parental code is entered. When a locked channel is selected, a message will tell you it is a locked channel.

To view a locked channel

- After going to the locked channel, press SELECT and enter your parental code using the number buttons on your remote. Once entered, press SELECT to confirm the code and unlock the channel.
- If you subsequently change channels and then return to the locked channel, the parental code will need to be entered again.
- If you want to temporarily unlock all your channels without removing the padlocks, you can do so by going back through the parental lock menu.
- Select option 2, 'choose channels to lock or unlock' and enter your parental code.
- The bottom of the screen will be indicating that you can 'open locks' by pressing the GREEN button. As you do, the heading of the screen will change to confirm that 'locks are open'.
- Once you have opened padlocks in this way, you will no longer need to enter your parental code each time a locked channel is selected.
- After unlocking all the channels, remember that you will need to 'close locks' again to prevent the locked channels being accessible by all.
- If you forget your parental code our Customer Service Representatives will be able to help you on 0870 600 9696.



Connecting your video to your set top box

There are two ways in which a video recorder can be connected to your ONdigital box, depending on whether your video has a rectangular 'SCART' socket.

If you have a SCART socket, connect the lead from the SCART socket on your video to the SCART VCR socket on your ONdigital box. When you want to record a digital channel, you should select the channel on your video assigned to the SCART socket (refer to your video's instruction book for details). This tells your video that it should record the programmes that are being sent to it through the SCART lead.

If you can't use a SCART lead between your box and video, you will have to manually select and tune a new channel on your video in order to record digital programmes. You can do this in the same way you tuned a channel to record BBC ONE or ITV. As most video recorders work in different ways, please refer to your video's instruction book to find out how to tune yours.

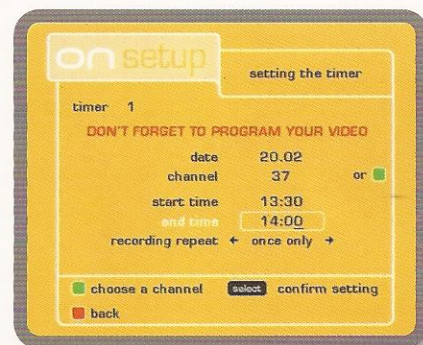
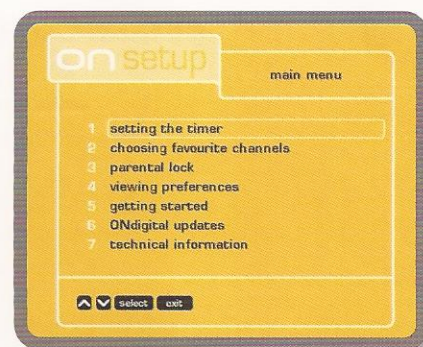
Connecting your video to your integrated TV

There are also different ways to connect your video if you have an integrated TV, depending on the type of TV you have. Your TV instruction book will include simple steps showing you how to do this.

Using the timer

The timer feature means that you are not limited to recording from one digital channel. You can program your set top box or integrated TV to change channels at the same time as your video – up to eight different time slots in total. Remember that you also need to set the timer on your video.

- To begin with, you should press the MENU button on your remote to display the main menu.
- From here, select the 'setting the timer' option by pressing number button 1, then choose an available timer slot by highlighting it and pressing SELECT.
- Details of the date, start time, end time and channel number should then be entered using the number buttons. You should use the DOWN ARROW button to move to the next line once the required information has been entered.
- Once all details have been entered, confirm the timer setting by pressing the SELECT button. A summary of the timer settings will then be displayed on-screen.
- You can either continue to enter details of another timer setting or, once you have finished, press the EXIT button to leave the menu and return to watching TV.
- For the timer setting to activate, you must leave your ONdigital box or integrated TV in standby once you have finished watching.
- If you don't put your box or TV into standby after setting the timer and you're still watching TV when the timer is about to start, you will hear a short 'beep' and see either 'rEd' displayed on the front panel of the box, or a similar message on your TV.
- Pressing the RED button on your remote displays a message indicating that a timer event is about to start. It asks you to confirm whether you want to continue watching the channel you are on or switch to the channel chosen for the timer.



Remember, you can't watch one ONdigital channel and record a different ONdigital channel at the same time. However, you can watch a different analogue channel while recording an ONdigital channel and vice versa. Detailed steps for setting the timer are included in the full manufacturer instruction book.

Subtitled programmes

Many ONdigital programmes carry subtitles, with more set to follow. They're very easy to access. If you have a subtitle button on your remote it can be used to switch subtitles on and off while you are viewing.

If you would like subtitles always to be displayed whenever they are available here are the steps to follow:

- Press the MENU button on your remote, then select option 4 'viewing preferences' then option 1 'ONdigital box settings'.
- Then select option 2 'subtitles'. If you select 'on', subtitles will always be displayed when they are available. If you select 'off', they will not be displayed unless you use the subtitle button.
- Now select option 3 'subtitle language' and highlight English without the picture of the ear alongside. (Welsh subtitles are available for some S4C programmes in the S4C region.)

If your menu options differ from those above, please refer to your instruction book.

Auto update

ONdigital plans to introduce lots of new services throughout the coming months. Many of these, such as pay per view, will require minor changes to the software within your set top box or integrated TV. But don't worry – these changes can be carried out just by pressing a couple of buttons on your remote control.

Here's what to do:

- When watching a digital channel, press the MENU button on your remote. You will see the main menu screen appear on your TV.
- Select option 7 'technical information'.
- Select option 3 'auto update'.
- You will then see a message asking if you really want to start a download. Press SELECT to confirm that you want to carry out the update.
- If you have a box it will go into standby and the message 'auto update' will scroll across the front display. If you have an integrated TV, the message will be displayed on-screen. The update will take around five minutes, and you will not be able to watch digital channels while the update process is taking place.
- Please do not switch off or unplug your ONdigital box or TV until the update has finished.
- When the update is complete your ONdigital box or TV will restart.



If you see the message 'update error', this just means that you already have the latest software on-board. If you see any other messages please refer to your instruction book.

Need any help?

As you've seen, moving to digital television is pretty simple with ONdigital. But sometimes things don't quite work according to plan, as anyone who has ever assembled flat-pack furniture will know. However, help is at hand if you do come across any problems.

Our Customer Service Centre is there for exactly that reason. You can reach them on **0870 600 9696** between **8am** and **midnight** seven days a week.

In the meantime, you can always keep up to date with developments at ONdigital by visiting our website at www.ondigital.co.uk. You can also use the website to cost out any combination of channels you're thinking of choosing.



18 April 2000
249800



Shakespeare's in love and you're in luck
-You can watch it now with ONrequest!

Dear 

I'm delighted to be able to tell you about our exciting new service, ONrequest which goes live on 1 May.

ONrequest is the new way to watch the first TV showings of some of the latest and greatest blockbuster movies. With selected performances in widescreen and stunning surround sound, ONrequest brings the digital cinema to your living room, all with a few simple clicks on your remote control.

For example, with ONrequest in May you could see Shakespeare in Love, winner of seven Oscars* and one of the best British films ever! Other treats in store include Robin Williams in Patch Adams, kiddies' favourite Rug Rats plus many more - and coming soon is the smash hit romantic comedy Notting Hill!

ONrequest Customer Service Centre

PO Box 4, Plymouth PL1 3XU

t: 0870 600 9696

e: info@onrequest.co.uk



Choose what you watch and when you watch it

With ONrequest, you can find out what's showing at any time without obligation, get a free preview to help you choose, then watch at a time that's convenient for you. As we're a 'pay-per-view' service, you simply pay for what you watch. It's the simplest and quickest way to get your hands on the latest blockbuster movies – without leaving your front door!

As well as the TV premieres of mainstream movies, we will soon be bringing you coverage of top sports and specially commissioned events.

Let your remote control save you money – and win you a family holiday in sunny Florida!

As a special introductory offer, all orders for movies made through your remote control during May and June will be at half price – just £1.49 each!** With Shakespeare In Love and other movies to suit the whole family, that's great value entertainment.

You could also win the family holiday of a lifetime in sunny Florida or a superb widescreen TV, just by connecting your set top box and entering our free prize draw. The enclosed leaflet has full details.

It's as easy as one, two, three

You will find full details about ONrequest in the enclosed brochure, which tells you everything you need to know to start watching your choice of the very best in movie entertainment.

It tells you how to make sure your set top box can receive ONrequest by performing a simple 'auto update'. The brochure also shows you how to connect your box to a telephone socket so that you can order your movie selections quickly and easily through your remote control.

ONrequest keeps you in control

Finally, please look at the section in the brochure about our Parental Code. This is a system that lets you decide and control what is shown on your television and is designed to protect younger viewers.

If you have already set a Parental Code PIN for your set top box you can continue using it – it will be valid for ONrequest as well as your other ONdigital channels, including ONmail. Otherwise, you will find your individual Parental Code number at the top of this letter. Please keep this safe, you will need to use it to watch certain movies during the day.

You'll find details on our movies for May overleaf and you can get more details at any time by going straight to Channel 50, our Information channel, or online at www.onrequest.co.uk. So get ready to sit back, relax and treat yourself to the pick of movie entertainment!

Nick Bowman

Nick Bowman
Director of Customer Services

ONrequest is a joint venture partnership between SDN Limited and ONdigital plc.



© Images courtesy of Universal City Studios Productions Incorporated. All rights reserved.

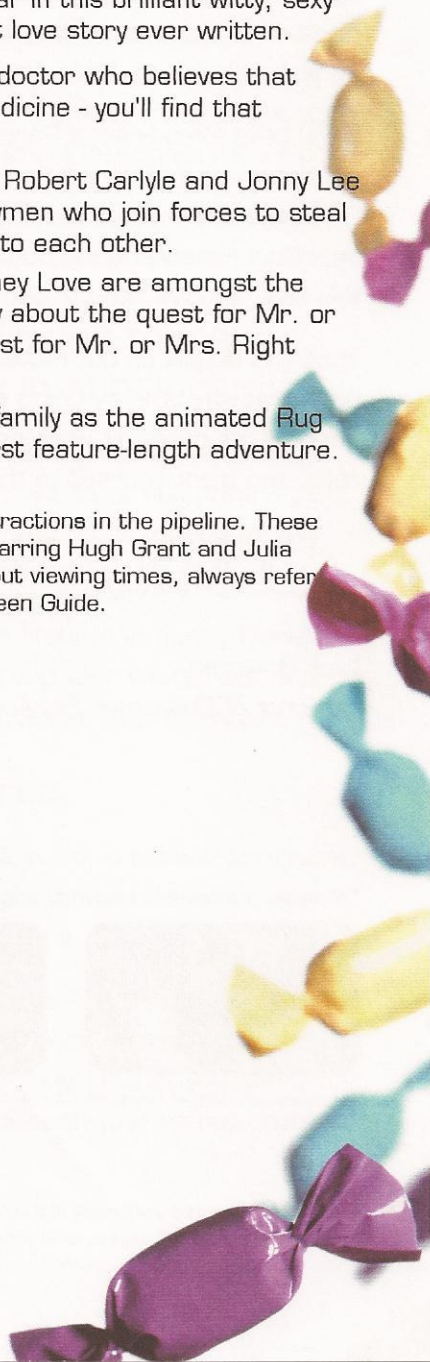
*Oscar is a registered trademark of the Academy of Motion Picture Arts and Sciences

**Normal price of £2.99 applies to all orders not made through the remote control system.

We have a feast of great movie entertainment for you in May

- Shakespeare in Love** With Oscars for Best Picture and Best Actress, this romantic comedy is a sheer joy. Gwyneth Paltrow and Joseph Fiennes star in this brilliant witty, sexy film about the greatest love story ever written.
- Patch Adams** Robin Williams as the doctor who believes that humour is the best medicine - you'll find that laughter is contagious!
- Plunkett & Macleane** It's daylight robbery as Robert Carlyle and Jonny Lee Miller play two highwaymen who join forces to steal from the rich and give to each other.
- 200 Cigarettes** Ben Affleck and Courtney Love are amongst the cast in this hip comedy about the quest for Mr. or Mrs. Right ... or at least for Mr. or Mrs. Right Now.
- Rug Rats** There's fun for all the family as the animated Rug Rats set off on their first feature-length adventure.

ONrequest has many more great movies and other attractions in the pipeline. These include the smash hit romantic comedy *Notting Hill*, starring Hugh Grant and Julia Roberts. For accurate and up to date information about viewing times, always refer to our Information Channel (Channel 50) or the On-screen Guide.



on request



How to pick your
favourites with ONrequest

ONrequest – your choice for great entertainment



Do you like watching movies but sometimes miss the latest blockbusters at the cinema? Wouldn't you like to be able to stay at home and see them on your television, simply by pressing a few buttons on your remote control?



ONrequest is a great new service that will bring you the best in digital television entertainment – with movie premieres, sports events and much more. It means you can help yourself to a great choice of entertainment whenever you want. So, get ready to sit back, relax and treat yourself.

The best movies for you to watch

We've made special arrangements with major Hollywood studios to bring you the first TV broadcasts of some of the latest and greatest box office hits. With ONrequest, you'll be able to see what all the fuss is about while everyone's still talking about them.



Better still, we will be expanding the service to bring you top sports and other live special events, too. Best of all, you only pay for what you watch and, if you are already an ONdigital subscriber, there are no connection fees.

Press for action

ONrequest is really simple to use. In fact you could say it's child's play because if you can use a remote control, you can use ONrequest. Using your remote control is the quick and easy way to order, although you can also call our automated telephone order line.



Films at your fingertips

You'll find us on Channels 50-55 and every day we will be broadcasting a range of movies at convenient viewing times. It's easy to take a look at what we're showing each day. If there's a film you've really wanted to see, go ahead and order it. If you're not sure, you can preview the film – free of charge – before you order it.

Then simply sit back and enjoy the movie at the time that suits you best.

Finding out what's on

Channel 50 is our Information channel where you can find details of how to order as well as up to the minute programme listings, previews and information about the service. You can also use our On-screen Guide to find out what's showing now and later and to place your order. There's always a full review of the month's films and programmes in the ONdigital TV Guide sent free to all subscribers, and online at www.onrequest.co.uk.

Getting started is easy

Your remote control is the key to using ONrequest. You can operate everything quickly and simply and it's the easiest way to order movies, too, with just a few clicks needed to confirm your order. First, you need to connect your set top box to a telephone socket; follow the simple step-by-step guide on the next page.

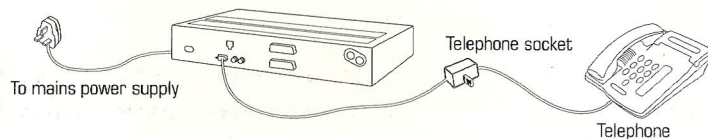


A few simple steps

This is how you connect your set top box or idTV* to your telephone line so that it can send your orders straight through to us. Don't worry, plugging it in won't mean changing your existing phone supplier and it won't cost you anything other than the price of your order calls, which are charged at the national call rate and should each last no longer than about 30 seconds.

Above all, safety first. Please switch off and disconnect your set top box or idTV from the mains, then take a look on the back and familiarise yourself with the diagram below.

For this step you will need a telephone cable. If you've misplaced the original cable that came with your box, a replacement can be ordered by phoning our customer service team on 0870 600 9696. If your original cable isn't long enough to reach the nearest telephone socket, we can also supply you with a simple extension kit.



(The location of sockets on this diagram will vary according to the make of your set top box or idTV.)

Once you have your telephone cable, connect one end into the back of the set top box or idTV (labelled as 'modem' or 'telephone') and put the adapter into the telephone socket on your wall, remembering to plug your phone back in to the empty socket of the adapter. If you are unsure simply refer back to the diagram.

You must have your set top box connected to enable you to order films through your remote control.

Now the connections have been made, plug your set top box or idTV back in to the mains supply and switch it on.

Step 5

Once you have plugged everything back in and have switched on your set top box or idTV, you will need to perform the auto update. This will automatically download the ONrequest software.

First go to channel 51, then press the MENU button, and select option 7 'technical information'. From this menu, choose option 3 'auto update'. You will be asked if you want to start a download, press the select button to start downloading the software. You should now see the message 'auto update' scrolling on the front of your digital box or on the screen of your idTV. If you see the message 'update error', this means that you already have the latest software and can go straight to the next stage.

When the auto update has finished select Channel 51 on your set top box and wait for a few seconds. Your digital box or idTV will then automatically update ONrequest.

This can take a few minutes and you won't be able to change channels while this is happening. You will see a message saying 'Your set top box is being updated. Please wait.'

(If you have any difficulties in doing the above, please call our customer service team on 0870 600 9696 for assistance.)

Ordering your programmes

You can do this through your On-screen Guide which takes you through each simple step and makes ordering easy. At any time on Channel 50, press 'Guide' on your remote, then select 'ONrequest' and follow the on-screen ordering instructions.



*Please note that some set top boxes and idTVs may not be able to receive ONrequest at this stage, please check with us for availability.

Ordering through your remote control means your set top box will send us your order down the phone line. Our system recognises your details and sends back confirmation of your order almost immediately. You can then watch any single showing of your chosen film, whenever you choose, during that day. (Please note that our 'day' starts and finishes at 6.00 a.m.)

For convenient and efficient ordering we recommend that you use your remote control. Alternatively, you can use the 'Order by Phone' option shown on the On-screen Guide. Calls will be charged at national call rates and should take less than a minute to complete.

It's quick and easy to pay

There are no separate bills to worry about with ONrequest because your order is automatically charged to you. If you are currently paying a monthly subscription to ONdigital, we will use the same payment details for your ONrequest orders. If not, then you will need to let us have your payment details before you order. We can do this over the telephone, just call 0870 600 9696.

And, because each programme you order is charged individually and appears on your bank or credit card statement (normally 3 working days), you can see exactly what you've ordered and what you're paying for.

Control what they watch with your Parental Code

The Parental Code lets you control the programmes which can be viewed in your home. You will need to use your Parental Code PIN number if you wish to watch 12, 15 or 18 ONrequest-rated movies earlier in the day than is normally allowed. This normal earliest showing time is generally called the 'watershed' and is designed to protect younger viewers from unsuitable material.

We are allowed to broadcast movies all day provided that showings before the watershed are PIN protected. These times are as follows:

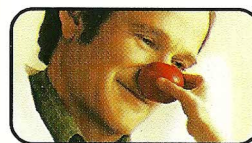
Movie Rating	Normal watershed earliest showing	ONrequest broadcasts
ONrequest 12	8pm	All day
ONrequest 15	8pm	All day
ONrequest 18	10pm	All day

Broadcasts before the watershed will need to be unlocked by your Parental Code number.

This Parental Code PIN number will be useful for other services on your digital box – locking channels or accessing ONmail, for example. We strongly advise you to select your own code as soon as possible. Press 'Menu' on your remote, select 'Parental Lock' and follow the on-screen instructions. If you've already set up a Parental Code in this way, it will not be changed and you should continue to use it. If you haven't selected your own PIN yet, your smart card will use a special default number which we have advised you about separately. You can change this at any time by using the process described above.

If you can't remember your PIN, please call our customer service team on 0870 600 9696.

With ONrequest it's easy to get what you want, when you want it. So go ahead and help yourself ... to ONrequest.



Copy Protection

Because of the high quality of our digital broadcasts, the film studios require us to transmit their movies with a copy protection system to prevent unauthorised copying. This electronic signal will not affect your normal viewing, but will make video recordings unwatchable.

© Images courtesy of Universal City Studios Productions Inc. All rights reserved.



ONrequest Customer Service Centre
PO Box 4
Plymouth
PL1 3XU
tel: 0870 600 9696

ONR0003

Prepare
for something
amazing...



on^{digital}

And it starts here...

Welcome to your revolutionary new text services offering a world of information at the touch of a button. With great new games and exciting new ONmail and ONrequest services coming soon this is just a taste of things to come



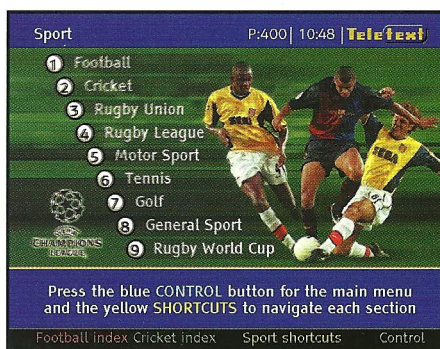
DIGITAL TELETEXT Channel 9

Digital Teletext offers an exciting new way to access a world of information quickly and easily. With clear sections, helpful pop up menus, colour coding and exciting pictures there's no better place to look for the latest news, sport, TV listings and cinema news

Sport

Catch up with all the news, results and fixtures from the world of sport in the Sports section. All you need to do is choose

the sport that interests you from the menu listed and in no time at all you'll be reading the latest stories and discovering how well, or badly, your team is doing!



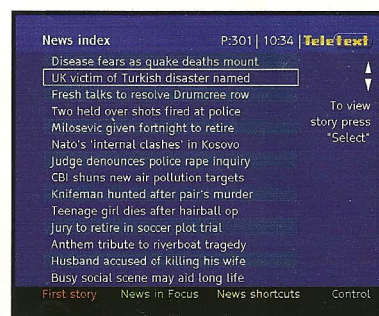
TV Guide

The TV Guide shows you what's on and what's coming up across ONdigital television channels. If you want to plan your viewing, you can see 24-hour TV listings – simply highlight the channel name and press SELECT. If you find something you want to watch you can jump to that programme in an instant. Simply highlight the channel you want to watch, press SELECT and hey presto!



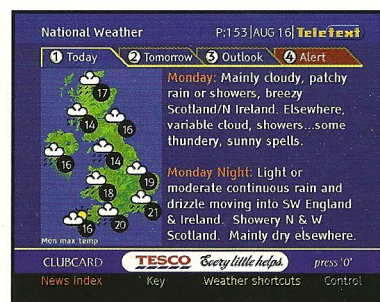
News

The News section will keep you up to date with national and international news in addition to the latest news from your region. You can hop from story to story too, so no more excuses for not having your finger on the pulse.



Weather

If you're making plans and need to check the forecast, simply turn to the Weather section. Here you'll find detailed two-day forecasts with great graphics that will really help to put you in the picture.



Other services

Browse through the Big Screen section to find out about the best box office hits and the movie releases in your area. And even more enhancements to the service will be coming soon.



FOURTEXT Channel 14

Look out for FourText, Channel 4's exciting new text and graphics service. Helping you make the most of their new digital programme services, FourText will provide FilmFour programme listings for each day and the day after with a wealth of in-depth information on the movies, their stars and directors. It's just what fans of great cinema have been waiting for. And stay tuned – in the near future you will be able to get more exciting digital text services from Channel 4.

VERY IMPORTANT

To get these great new text services you need to update your ONdigital box. Turn to the About ONdigital section on page 7 of your TV Guide and follow the simple 'how to auto update' step-by-step guide.

PLEASE NOTE: DON'T AUTO UPDATE UNTIL 1 MARCH WHEN THESE SERVICES LAUNCH

BBC TEXT Channel 10

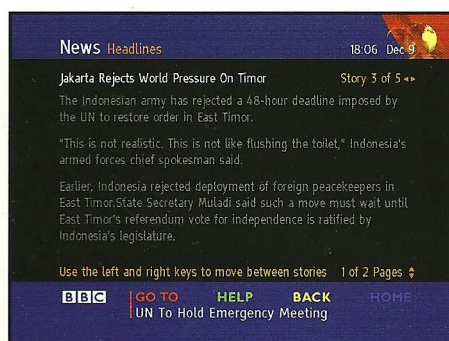
With BBC Text you can watch your favourite BBC programmes in quarter screen and access hundreds of pages of news, sport, listings, finance and weather. It's fast, fun and effortlessly easy

BBC digital services are funded by the licence fee

News

For the latest headlines and in-depth reports on current home and world events, select the News section from the main menu.

Then simply choose the events and stories you're interested in, moving through the stories at the touch of a button. What better way to find out what's going on in the world.



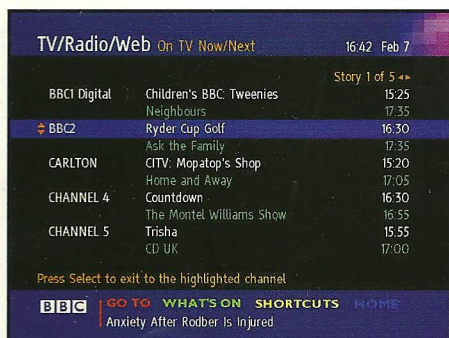
Weather

The outlook's bright in the Weather section. Thanks to daily forecasts and weather changes for every three or 24 hours you may never get caught without an umbrella again!



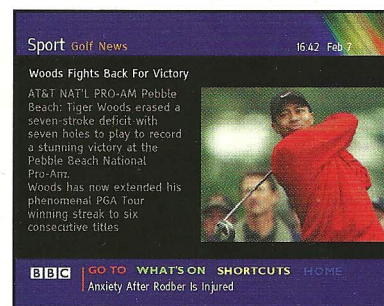
TV/Radio/Web

To find out what's on TV and radio, or to check out a comprehensive guide to some of the best sites on the Web, look no further than the TV/Radio/Web section. For TV and radio programmes you can see what's on each channel individually that day or if you want to scan what's on at the moment you can see what's on now and next across all channels.



Sport

For the latest scores, the hottest fixtures and all the news from the world of sport, simply turn to the Sport section – the place to keep up with all the action at your leisure.



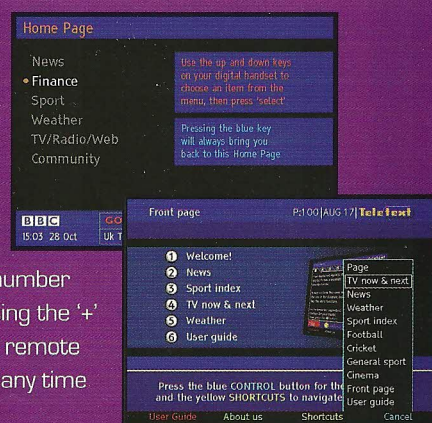
Other services

Check interest rates, share prices and news from the City in the Finance section, and to find out about public services in your area turn to the Community section.



FINDING YOUR WAY AROUND

- 1 Select Channel 9 for Digital Teletext, Channel 10 for BBC Text or Channel 14 for FourText
- 2 Then simply press the TEXT button on your ONdigital remote to bring up the Welcome Page for the chosen service. If you need a little help with Digital Teletext, select 'user guide'. For BBC Text select 'help' and again useful advice will appear on screen
- 3 Moving around your new services is easy. Simply use the arrow buttons or the coloured buttons on your remote control to move quickly from section to section. You can return to the Welcome Page at any time by pressing the BLUE button
- 4 When you've found the information you're looking for and want to return to a channel, simply choose the channel number you want to watch using the '+' or '-' buttons on your remote
- 5 To exit the service at any time press TEXT



What's next from ONdigital?

There are great new games on Channels 45 and 46 and get ready for our exciting new services ONmail and ONrequest, coming soon to your TV

on mail

Email through your television

Coming soon... Imagine being able to watch your favourite programme and email your friends or family at the same time, all from the comfort of your armchair. Well soon you will be able to! ONmail is our great new email service that lets you keep in touch through your television. Sending and receiving messages is simple. Using the special compact keyboard that doubles as a remote control you can communicate with your friends or family members anywhere in the world. And even if you're away from home you can pick up your messages wherever you have access to the Internet. It's simple, it's fun and it's coming soon.



on request Channels 50-55

Our pay per view service. All the latest and best movie blockbusters

Coming soon... to your TV is our brand new pay per view service ONrequest which gives you the chance to see first-run TV showings of some of the latest and best movie blockbusters. Every day we will be offering a range of recently-released, top movies on up to five channels starting at a range of times to suit you.

Using your ONdigital remote all you need to do is pick the movie you want to watch, get out the popcorn, sit back and relax. You only pay for the movies that you order, so get ready to treat yourself to a great night in.



on games Channels 45 and 46

Two free channels dedicated to games

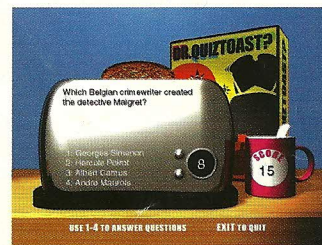
Coming soon... There's fun for all the family with our two free games channels. With ONgames 1 (channel 45) you can pit your wits against Pigloo the pesky penguin or try to find the hidden treasure without getting trapped in Treasure Hunt. On our new games channel ONgames 2 (channel 46) let Dr Quiz Toast test your general knowledge and for the young ones matching the pairs is the name of the game in Memory Junior. The fun doesn't stop there – the games will be updated regularly so get ready to place your bets in Vegas Poker, one of the great new games on the horizon from ONgames.

To play these new games you will need to perform an 'auto update'. See page 7 of your ONdigital TV Guide for our simple step-by-step guide.

Treasure Hunt, ONgames 1



Dr Quiz Toast, ONgames 2



To find out more about these exciting new services see future issues of the ONdigital TV Guide. Alternatively, give us a call on 0870 600 9696 and one of our Customer Service Representatives will be on hand to answer your questions.

photos bbc, camera press, digital teletext, image bank

digital
on

on request



Fly to Florida with your remote!

Connect your digital box and use your remote control... and you could win the holiday of a lifetime in Florida for a family of four. Runners-up prizes include one of four fantastic widescreen TVs and hundreds of free ONrequest blockbuster movies!



For full details of the prizes, how to enter and the terms and conditions, simply go to ONrequest Info (Channel 50) and look in the information/competitions section.

on request



Halve the cost of movies with your remote

Let your remote control save you time, effort – and money!

For the quickest and easiest way to order your ONrequest movies, connect your set top box to your telephone line and use your remote control (details in our 'How to pick your favourites' brochure).

During May and June we have a special introductory offer. Order your movies by remote control for

half the normal price – that's just £1.49 for ONdigital customers.*

For details of how to order go to our Information channel (Channel 50) and our On-screen Guide will give you all the details you need to order the movie of your choice tonight.

When making your order, please note that your On-screen Guide will show the normal price throughout. We will deduct this special offer before billing and only charge you half price.

*Normal price of £2.99 applies to all orders not made through the remote control system. Normal price is £3.99 if you are not an ONdigital customer.

IMPORTANT INFORMATION

16 March 2001

Dear [REDACTED]

Welcome to your fourth free issue of the new weekly TV listings guide, ON7. As we stated in the last three issues, this is your last free issue of ON7. If you do not want to pay 39p an issue to receive future copies of ON7 you need to let us know by calling us on 0870 600 9696 or by returning one of the reply paid cards we sent with the first three issues.

Before you enjoy your fourth free issue I would like to explain again why we are no longer able to produce your monthly listings guide and instead bring you ON7.

The move by several important channels towards publishing only weekly listings makes it impossible for us to continue to produce an accurate monthly guide. We just don't have the information far enough in advance. We put a number of alternatives to a group of our customers and the vast majority felt that it was better to withdraw the monthly guide and produce a weekly magazine at a small charge. By moving to a weekly guide we can also now include TV listings for BBC1, BBC2, ITV, Channel 4 and Channel 5 and the other digital channels.

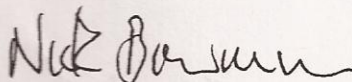
We believe having ON7 delivered to your home for just £1.69 a month (39p* an issue) is both convenient and excellent value. However, if you decide you do not wish to receive ON7 all you have to do is contact us before 28th March 2001.

For those of you that choose not to receive ON7 we've developed a monthly highlights guide that tells you about the best programmes in the month ahead, but unfortunately, cannot include detailed programme listings. If you have already registered that you would like to opt out of ON7 you do not need to contact us again.

If you are one of our customers who does not make a regular monthly payment because you have our ONdigital basic prepaid arrangement, you will need to call us to confirm your address and make arrangement for payment before we can start to send you ON7.

Please do not hesitate to call us if you have any other questions regarding ON7, your new weekly guide. We hope you continue to enjoy it!

Many thanks,



Nick Bowman
Director of Customer Services

* Your monthly charge will be increased by £1.69 per month, this figure is calculated as 39p a week for 52 weeks a year spread over 12 months, and is payable following expiry of your first 4 free copies.

Isn't it time
you switched
ON?



January 2001

Digital TV is a new way of getting better TV. It means you can enjoy clearer pictures, sharper sound and many more channels, all through your existing television.

Better still, digital technology now enables you to use your TV in ways you've never used it before to access a world of new services such as the Internet, games and shopping from home.

So what is digital TV?

What can ONdigital offer me?

We've put together a quality line-up of channels that adds up to some of the best entertainment on TV.

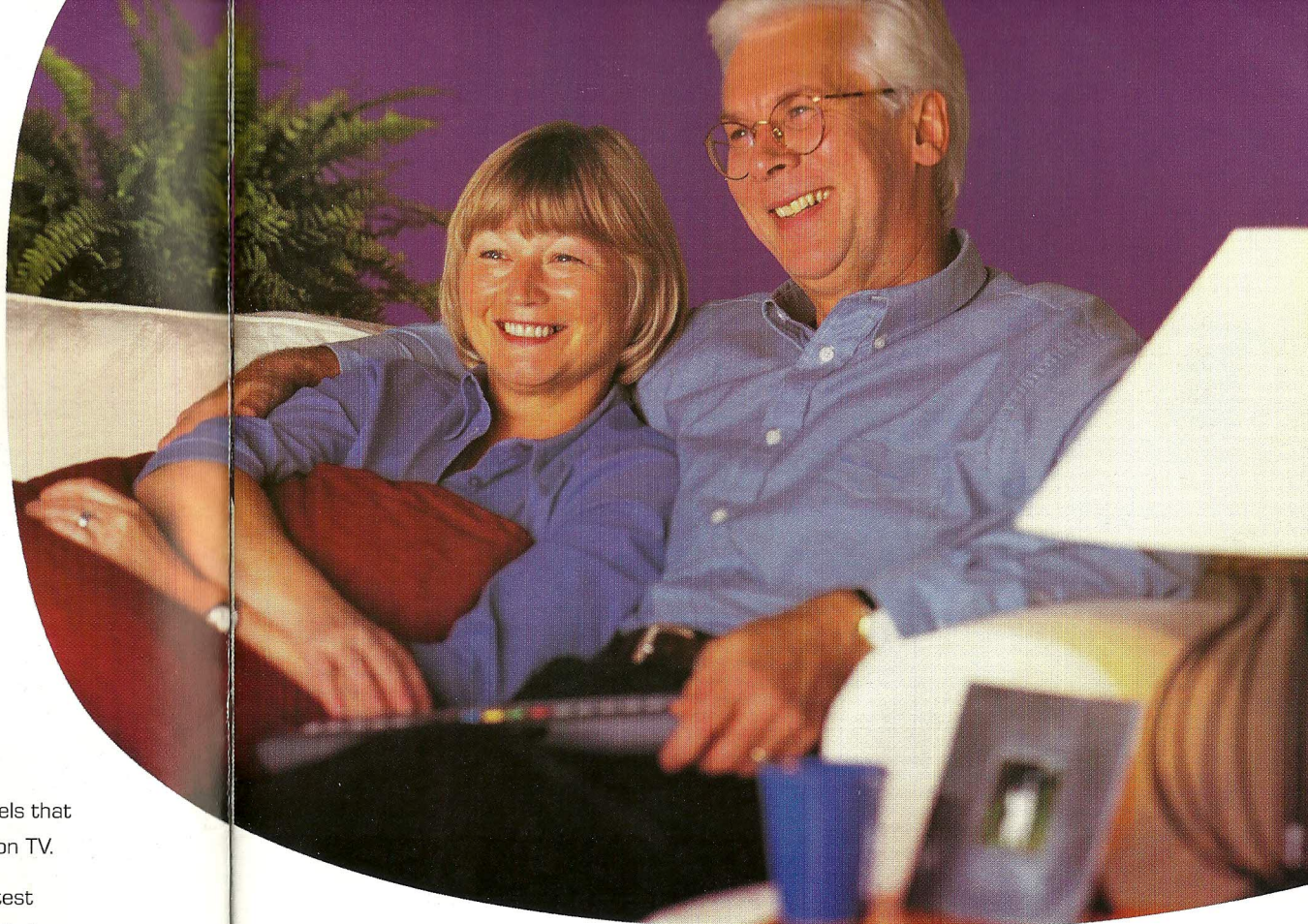
There's something for everyone, from the latest blockbuster movies to top sporting action including coverage of every game in the UEFA Champions League.

But there's more to ONdigital than quality viewing alone.

We have an exciting range of additional services to help you make the most of digital television, including:

- ONnet – Internet access through your TV
- ONgames – interactive games
- ONrequest – pay-per-view service
- ONview – a TV guide and a whole lot more

To discover more about these additional services, turn to page 7.



Why choose ONdigital?

ONdigital is the easiest way to enjoy digital TV.

The beauty of ONdigital is that it comes through an ordinary TV aerial. So you don't need anyone to come and put up a satellite dish or bury a cable in your garden.

In most cases your existing TV aerial will be ideal to receive ONdigital, however some viewers may need an aerial upgrade. ONdigital will be happy to arrange for a Standard Aerial Upgrade subject to our terms and conditions for a special rate of just £40.

Free-To-View Channels – available without subscription



An entertaining mix of programmes including drama, news, journalism, documentaries, comedy and entertainment.



Diverse programming on subjects which captivate, inspire and stimulate, as well as original comedy with a real edge.



A refreshing mix of witty and irreverent original programmes and unexpected theme nights that you won't see anywhere else.



Reset the clock news from the BBC, with headlines every 15 minutes and live coverage of events as they happen around the world.



BBC Knowledge with its stimulating mix of factual content takes you further into the topics that really interest you.



BBC Parliament brings live, uninterrupted coverage of the House of Commons and 'recorded as live' coverage of the House of Lords.



Great graphics and information, from today's news headlines to share prices in Japan. Quick and easy to find your way around.



All your traditional favourites, now utterly transformed by digital technology. (Not available on satellite)



A channel for England and Wales with a different view – younger, fresher and sportier. (Not available on satellite)



Northern Ireland's digital terrestrial channel.



It's alternative, edgy, risky, innovative – and now Channel 4 has gone digital.



Home-grown programming for Wales, 12 hours a day.



A lively terrestrial channel with better UK-wide coverage than ever before.



Clearer text, web-style graphics, faster, easier... it's definitely not the teletext you know.



The high street on your TV. Shop from your sofa with this channel.



With the launch of the ITN News Channel you can enjoy the latest news from home and abroad as it breaks each morning.



TV Travel Shop has exclusive holiday offers from all the major tour operators.



Simply Money offers viewers information and advice on all consumer and personal finance issues.



FourText gives programme details and times for the current and following day for Channel 4 and FilmFour.



Tele8 provides an hour of Gaelic programmes every day, including cartoons, documentaries, religious services and music shows.



*BBC services are not subscription and are available as part of the licence fee. BBC Parliament – audio only. **Text service and availability depends on box or iTV type. †BBC Choice has dedicated versions available for Scotland, Wales and Northern Ireland. ††S2 available in Scotland, UTV2 available in Northern Ireland. ‡Subscribers in Wales will normally receive S4C. Viewers in Scotland will normally receive TeleG. S4C and S4C2 are only available in Wales.



ONdigital Primary Channels



A very popular channel, featuring favourites like The Simpsons.



The UK's only music and comedy channel.



A quality selection of popular British comedy and drama.



Gardens, homes, cookery and travel to inspire you. Available Monday to Wednesday.



Interesting and informative – the BBC at its factual best. Available Thursday to Sunday.



Great movies, seven days a week.



Exclusive coverage of the UEFA Champions League matches 2000/2001.



Fresh and involving – the ultimate women's magazine on TV.



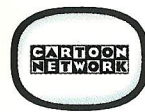
Fast cars, bikes and women – the channel for men who like all the action.



The new entertainment channel from Channel 4 showing brand new series of Friends, ER, Ally McBeal and new UK commissions.



Includes exclusive coverage of live UEFA Champions League matches 2000/2001 and the Tennis Masters Series.



A 24 hour cartoon channel for adults and children.



The world-famous 24 hour youth entertainment channel.



Live sport for all from home and around the world.



TV to tempt your taste buds on Europe's only food channel.



Nickelodeon is stacked with wicked cartoons and the coolest live action, comedy and drama.



Comedy is Paramount. The only channel dedicated to bringing you outstanding comedy from both sides of the Atlantic.



Hit comedies, dramas and soaps from around the world.



Adventure and entertainment for children designed to enlighten kids about the world around them.



A channel dedicated to aviation, space, mankind, adventure and our world.

Premium Channels



A premier film and entertainment channel. It offers the best in quality film and entertainment – guaranteed.



A 24 hour contemporary movie channel. The place for people to chill out and escape to.



FilmFour brings you top British films and other influential and provocative films.



The best of British live sport. In-depth sporting analysis. A wide range of sport-related programmes including Premier League Football.



All the best sporting action including live coverage of international cricket test matches, rugby union, golf and the dramas of the FA Cup.



You get Sky Sports 3 free when you choose either Sky Sports 1 and/or Sky Sports 2.



Adult entertainment from midnight to 4am, seven nights a week.



Adult entertainment every night of the week from 12am to 5.30am. Not available in Wales. Minimum subscription of 12 months.

Additional Services



Explore the whole of the Internet through your television – no need for a PC.



ONdigital Prepaid includes free ONmail Starter Pack – email through your television.



Your choice of pay-per-view entertainment. Watch some of the latest blockbuster movies as well as specially commissioned events.



Interactive games providing fun for all the family.



An interactive information service offering a TV listings guide, UEFA Champions League news, competitions and loads more.

Bonus Channel

ONnet is an exciting new service from ONdigital that lets ONdigital customers use the Internet through their TV.

ONnet gives you the freedom to explore the whole of the Internet, unlike other restricted services that only give access to a handful of sites. It even lets you watch TV while you use the Internet to make sure you never miss a second of your favourite programmes.

Access to ONnet costs just £5 per month (plus local call rate charges). The ONnet box and keyboard are both free for as long as you subscribe to ONdigital.

**Free
ONnet box
and keyboard**
while you subscribe

The affordable way to use the Internet

ONnet makes accessing the Internet affordable. You don't need to buy a new PC. Your ONnet box and remote keyboard are free while you subscribe to ONdigital and access to ONnet is only £5 per month. For BT customers calls cost 2p per minute peak and 1p per minute off-peak and at weekends.



Easy to use

ONnet is a sleek box the size of a paperback book that plugs into your TV and ONdigital box. Then just connect it up to a telephone socket, and use the remote keyboard to explore the Internet.

As you'd expect from ONdigital, ONnet makes life easy. It's simple to set up, simple to use and features the ONnet home page to help you find your way around the Internet.

on net
Internet
access through
your TV

Emails with a difference

ONmail+, our new email service, lets you email anyone with an email address, anywhere in the world. You can even send emails complete with video stills and audio clips. And with 5 email accounts per ONnet box, every member of the family can have their own email address.

From TV to Internet at a click

With ONnet you can surf the Internet and watch television at the same time with picture-in-picture viewing. So, while watching your favourite programme you can also shop on the Internet using ONnet.



Safe surfing

If you have children you'll be pleased to know that ONnet comes with parental control. This facility helps you to limit your children's access to the Internet and is easy to set up – just follow the simple steps in your ONnet user guide for peace of mind.

Additional services

on request

The Pay-per-View entertainment service

Available to all ONdigital customers, ONrequest is the new way to watch the first TV showings of some of the greatest new movies. You can watch the pick of the Box

Office and, with selected performances in widescreen and surround sound, it brings the digital cinema to your living room.

You can see what's showing at any time without obligation and you can even have a free preview to help you select, order and watch at one of the convenient viewing times.

As well as premiering mainstream movies, there will soon be coverage of top sports and specially commissioned events.

on games Fun for all the family

Two channels dedicated to fun and educational games for the whole family. ONgames provides hours of amusement, with plenty to keep all ages engrossed. With regular updates and new games, the fun never stops.



on view A TV guide and a whole lot more

An interactive information service offering a TV listings guide, programme highlights, UEFA Champions League news, customer information, competitions and loads more.

More matches than anyone*

If football is your passion, with ONdigital you can enjoy all the goals, all the drama and all the tension in the best line up of football action any fan could want.

Top football action

Each week you'll find plenty to keep you on the edge of your seat, including every game of the 2000/2001 UEFA Champions League, action from the FA Carling Premiership and the biggest games of the AXA FA Cup.

Just take a look at our line up. We're sure you'll agree it's a winner.

UEFA Champions League

FA Carling Premiership

Nationwide Division 1

Nationwide Division 2

Nationwide Division 3

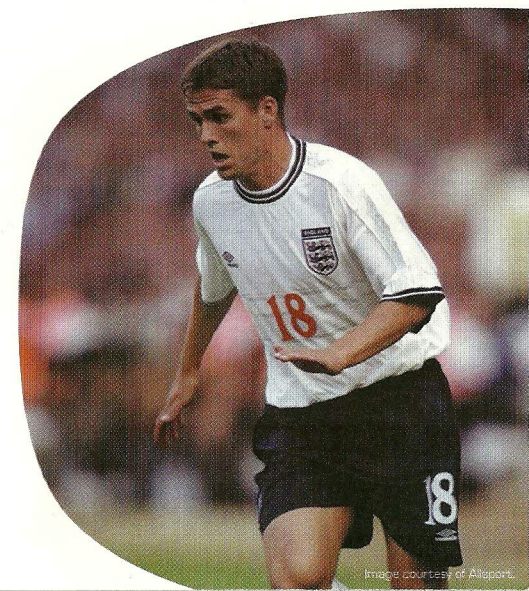
AXA FA Cup

Worthington Cup

International matches

Scottish Premier League

and many more...



* In the 1999/2000 football season ONdigital showed more of the season's matches than any other UK TV platform.

There are two main ways to get ONdigital – with a free ONdigital box or through an Integrated Digital Television (idTV).

Or if you prefer, you can choose one of our Prepaid options – these are detailed in separate leaflets.

How to get ONdigital

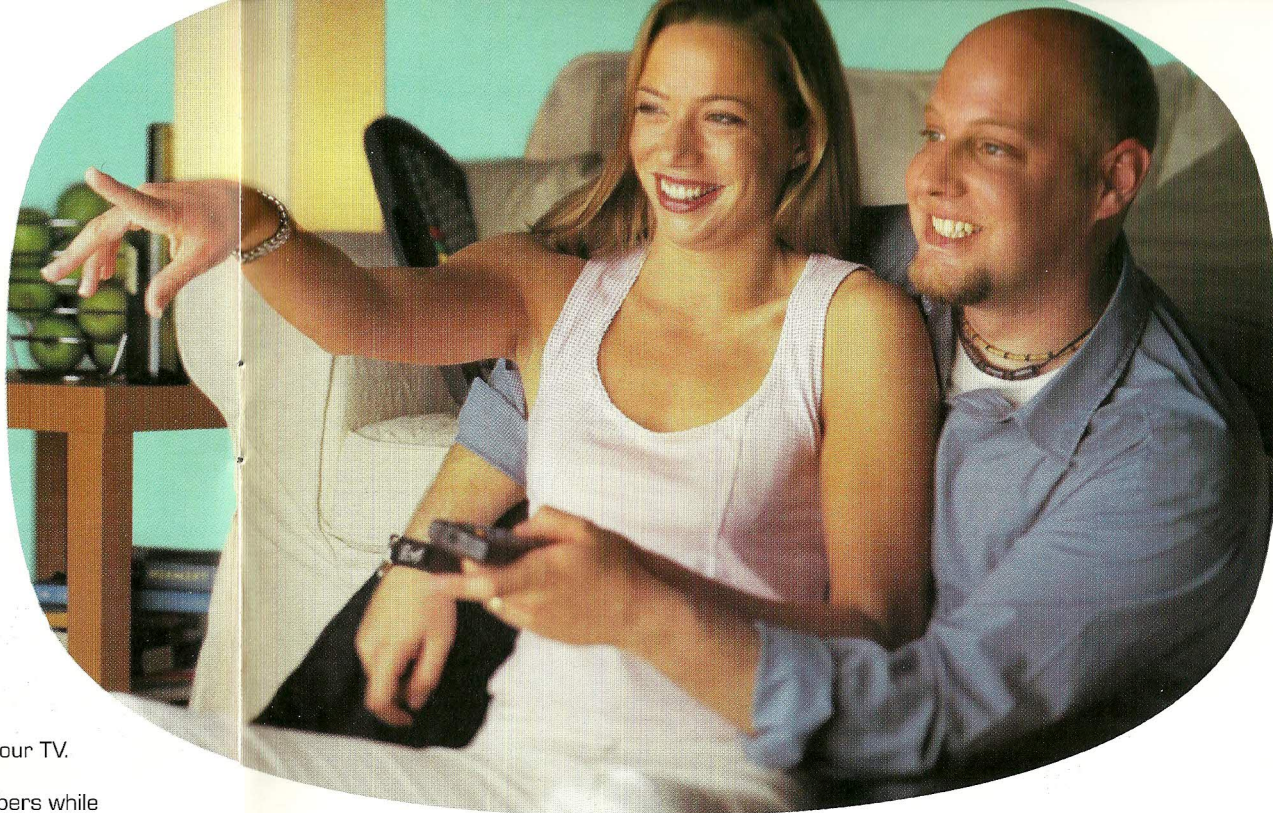
Free ONdigital box

All you need to receive ONdigital is an ONdigital set top box that plugs in to your TV.

The box is free to all ONdigital subscribers while they subscribe. It comes with clear instructions, so it's simple to set up (usually in less than 20 minutes). One of the handy things about ONdigital is that you can use the box in any room that has an aerial socket.

Once you have your free box you then simply pay a monthly subscription depending on your choice of channels and additional services. To find out more, turn to page 11.

You can also choose to take ONnet – Internet access through your TV for just £5 extra per month (plus call charges). Your ONnet box sits neatly on top of your ONdigital box and is free while you subscribe.



idTV

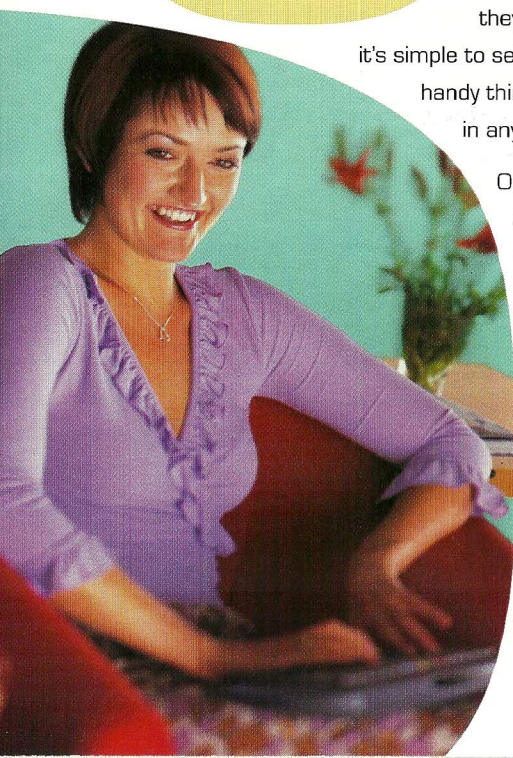
idTVs are preloaded with any six available Primary channels for 12 months.

idTVs come with ONdigital technology built in – so there's no need for a dish, cable or even a set top box. This makes ONdigital the natural choice for idTV owners, plus idTVs now come preloaded with your choice of six available ONdigital Primary channels for the first 12 months at no extra cost. You can also choose to take ONnet – Internet access through your TV.

To receive ONdigital all you need is a Smartcard which slots into your TV. (Some televisions will also require a credit card-sized CAM module, supplied free of charge.) You will be sent this Smartcard together with your CAM, if necessary, when you buy your idTV.

If you choose to take all available ONdigital Primary channels or our Premium channels, then you simply call ONdigital and pay a monthly subscription.

To find out more, turn to page 13.



How much will it cost?

To allow you more freedom of choice, there are two ways to receive ONdigital, a free ONdigital box or an idTV.

Simply choose the option which suits you best.

Free ONdigital box pricing

Free set top box for as long as you subscribe to ONdigital.



Introductory Offer – For the first three months you can receive all of our available Primary channels for just £9.99 a month, so you can get to know them before you make your choice.

Option 1 – £13.00 a month

All available Primary channels to add to your Free-To-View channels, plus 2000/2001 UEFA Champions League football.

Option 2 – £9.99 a month

Your pick of six available Primary channels to add to your Free-To-View channels, plus 2000/2001 UEFA Champions League football.

Option 3 – £6.99 a month

Simply choose your favourite Primary channel. This option doesn't include UEFA Champions League.

Premium channels

Choose any of these Premium channels and add them to the cost of your Primary channel option.

FilmFour	- £5.99 a month
1 Sky Premium Channel	- £11 a month
2 Sky Premium Channels	- £15 a month
3 Sky Premium Channels	- £18 a month
4 Sky Premium Channels	- £20 a month

When you choose Sky Sports 1 or 2 as one of your Premium channels, you get Sky Sports 3 free.

ONnet pricing

The ONnet box and keyboard are free while you subscribe to ONdigital and access to ONnet costs just £5 per month. Telephone charges are not included, however, if you are a BT customer calls cost just 2p per minute peak and 1p per minute off-peak and at weekends.

How to subscribe – for free ONdigital box customers

1. Visit your nearest ONdigital retailer and ask to sign up to ONdigital.
2. Choose your channels from the selection on pages 3-4.
3. Select ONnet if you would like Internet access through your TV.
4. Sign the Customer Agreement Form and pick up your free ONdigital box (and free ONnet box if you have selected ONnet).

Customers in limited coverage areas may only be able to receive certain ONdigital channels and will therefore be offered a selection of Primary and Premium channels at a special price. Your retailer will let you know if this applies to you, please ask for further details.



How much will it cost?

idTVs are the easy way to access ONdigital – with no need for even a set top box.

idTV pricing

Preloaded with six available ONdigital Primary channels for 12 months.



If you sign up to ONdigital when buying an idTV, your idTV will come preloaded with your choice of any six available ONdigital Primary channels for the first 12 months. For just £3 per month extra you can also receive ALL available ONdigital Primary channels for the first 12 months.

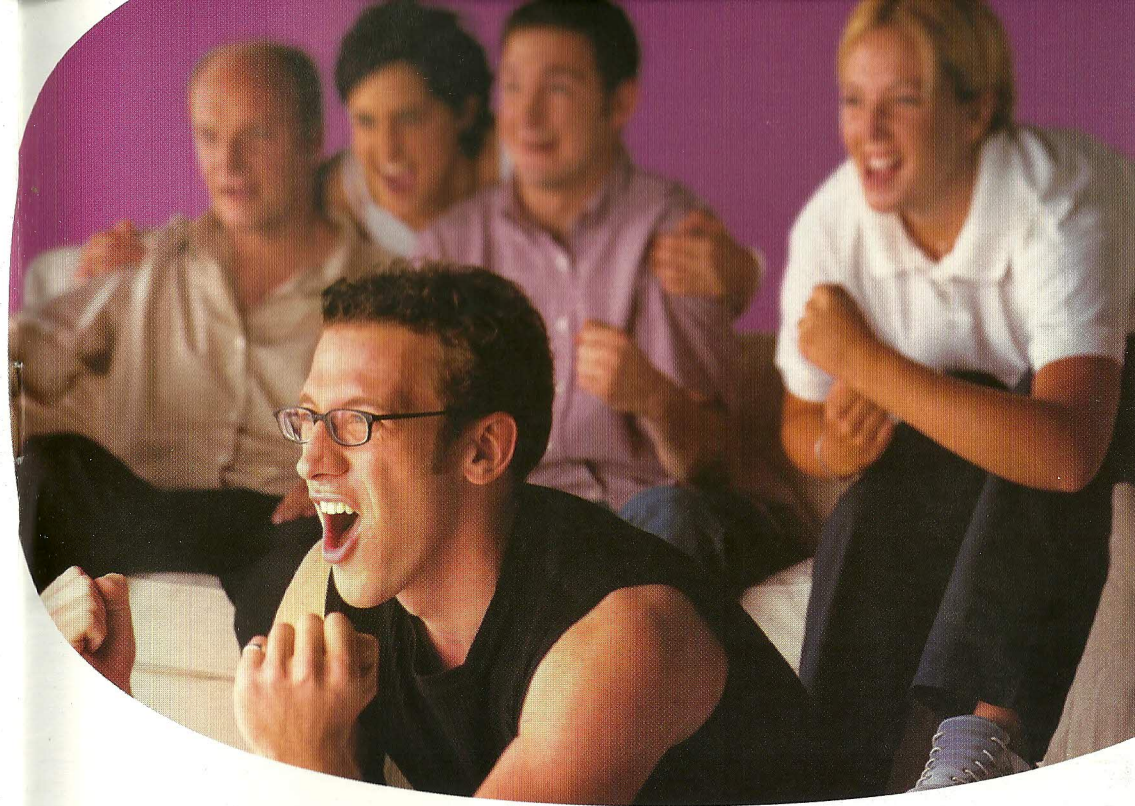
And you can also add any of our popular Premium channels for an extra charge. Simply contact ONdigital for further details.

ONnet pricing

The ONnet box and keyboard are free while you subscribe to ONdigital and access to ONnet costs just £5 per month. Telephone charges are not included, however, if you are a BT customer calls cost just 2p per minute peak and 1p per minute off-peak and at weekends.

How to buy – for idTV customers

1. Buy your idTV preloaded with any six available ONdigital Primary channels.
2. Select ONnet if you would like Internet access through your TV.
3. Sign the Customer Agreement Form and pick up your free ONnet box if you have selected ONnet.
4. Call ONdigital if you wish to add extra channels.



Your next step

With a quality selection of channels and a world of exciting additional services, there's never been a better time to subscribe to ONdigital.

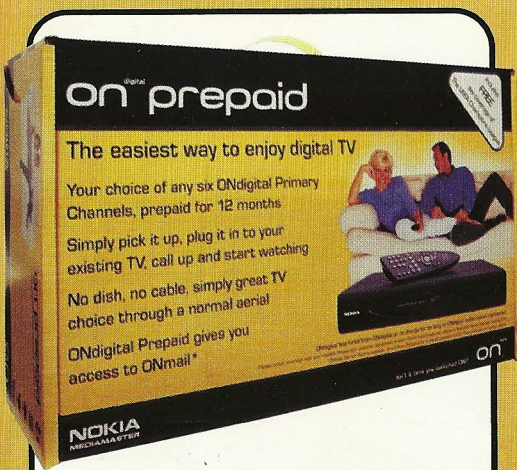
So call in to your nearest ONdigital retailer soon. And ask for ONdigital, the digital service that lets you get the most from your TV.

Standard Terms and Conditions for ONdigital and ONnet

Set top box free while you subscribe. Minimum term of 12 months applies for ONdigital and ONnet subscriptions. Not available to non-domestic customers (pubs, clubs etc). Subject to status. Please check availability with your retailer. Standard Aerial Upgrade fee of £40 will be payable if required. Programming and channels are subject to change. Channel hours may vary. Reception may depend on the type and condition of existing aerial installation. ONnet box must be connected to fixed phonenumber. Set top box must be returned or will be collected by ONdigital if subscription contract terminates. Credit/debit card details may be taken as security. For further details, please call ONdigital free on 0800 100 0101 (calls may be recorded) or write to ONdigital Customer Service, PO Box 4, Plymouth PL1 3XU. Information correct at time of going to press (12/00). ONdigital 2000. Registered Office ONdigital PLC 346 Queenstown Road London SW8 4DG. Registered Number 3302715.

on^{digital} prepaid and on^{digital} prepaid plus

The easiest way to enjoy digital TV



**ONdigital Prepaid now with
free ONmail Starter Pack**



**ONdigital Prepaid Plus with
ONnet - Internet access
through your TV.**

**Includes free live coverage of the
2000/2001 UEFA Champions League**

January 2001

So what is digital TV?

Digital TV is a new way of getting better TV. It means you can enjoy clearer pictures, sharper sound and many more channels, all on your existing television.

Better still, digital technology now enables you to use your TV in ways you've never used it before to access exciting new services like the Internet, email, games and shopping from home.

Why choose ONdigital?

ONdigital is the easiest way to enjoy digital TV.

The beauty of ONdigital is that it comes through an ordinary TV aerial. So you don't need anyone to come and put up a satellite dish or bury a cable in your garden.

In most cases your existing TV aerial will be ideal to receive ONdigital, however some viewers may need an aerial upgrade. ONdigital will be happy to arrange for a Standard Aerial Upgrade for a special rate of just £40.

What can ONdigital offer me?

We've put together a quality line up of channels that adds up to some of the best entertainment on television.

You'll find there's something for everyone, from the latest blockbuster movies to top sporting action including coverage of every game in the 2000/2001 UEFA Champions League.

But there's far more to ONdigital than quality viewing alone.

We have an exciting range of additional services to help you make the most of digital television, including Internet access through your TV, email through your TV and games.

To discover more about these additional services, turn to page 11.



ONdigital Prepaid and Prepaid Plus are two exciting ways of receiving ONdigital. Now let's look a little more closely at each.

What is ONdigital Prepaid?

ONdigital Prepaid, which now includes a free ONmail Starter Pack, is the easy way to enjoy the world of ONdigital. For a single one-off payment, you can choose any six available ONdigital Primary channels prepaid for 12 months and receive a free ONmail Starter Pack.

ONmail is the fun way to stay in touch with family and friends.

- ONmail lets you communicate with anyone with an email address, anywhere in the world all from the comfort of your armchair
- Use email while watching TV
- With 5 ONmail accounts per ONdigital box, every member of the family can have their own private email account
- The ONmail Starter Pack is free with ONdigital Prepaid (telephone charges not included)

How do I get ONmail?

You can request your free ONmail Starter Pack, which includes the special ONmail keyboard, when you call ONdigital to choose your six available Primary channels. Delivery of the ONmail Starter Pack is direct to your door.



on mail Email through your television

ONdigital Prepaid Plus is the easy way to enjoy the world of ONdigital with ONnet – the exciting new service that gives you Internet access through your TV. For a single one-off payment, you can choose any six available ONdigital Primary channels plus access to ONnet – prepaid for 12 months.

on net Internet access through your TV

Unlike others that only give you access to a handful of sites, ONnet lets you explore the whole of the Internet through your TV.

- Access to ONnet is prepaid for 12 months

with ONdigital Prepaid Plus. All you pay is the cost of telephone calls*

- Free ONnet box and remote keyboard while you subscribe to ONdigital
- Use the Internet without the need for a PC
- Watch TV while you use the Internet
- Sleek ONnet box is the size of a paperback book
- Comes complete with remote keyboard
- Unique ONnet home page helps you find what you're looking for on the Internet
- ONmail+, our new email service, lets you send video stills and audio clips to any email address in the world
- Parental Control for added peace of mind



* For BT customers calls cost just 2p per minute peak and 1p per minute off-peak and at weekends.

What is ONdigital Prepaid Plus?

Why choose ONdigital Prepaid or Prepaid Plus?

It's simple: Just a single payment – no direct debits, no complicated forms.

It's easy: Digital TV through a normal aerial – no dish, no cable.

It's a free box: Free ONdigital box for as long as you subscribe to ONdigital.

It's UEFA Champions League: Exclusive action from the 2000/2001 UEFA Champions League for free as an ONdigital Prepaid customer.

It's quick: Simply plug in and you could be watching digital TV within minutes. No waiting for installers to call.

It's great choice: Choose any six exciting channels from ONdigital's available Primary channel line-up listed on pages 9-10.

It's all your favourites: Free access to the Free-To-View channels you know and love (BBC ONE*, BBC TWO*, ITV, Channel 4 and Channel 5) in superb digital quality, plus the new digital channels including BBC CHOICE* and ITV2.

It's flexible: Add extra Primary channels or our special Premium channels to your line up at any time for an additional payment.

It's extra: As well as digital TV you could access the following Additional Services

- **on games** – interactive games
- **on request** – pay-per-view service
- **on view** – a TV guide and a whole lot more
- **on mail** – email through your TV
- **on net** – Internet access through your TV

It's a gift! ONdigital Prepaid and Prepaid Plus make ideal gifts for the whole family.

*BBC services are provided free as part of the licence fee.

What does it cost?

What do ONdigital Prepaid and Prepaid Plus cost?

ONdigital Prepaid – for a single one off payment you can choose any six available ONdigital Primary channels prepaid for 12 months and receive a free ONmail Starter Pack.* Add more channels for an extra monthly subscription.

ONdigital Prepaid Plus – for a single one off payment you can choose any six available ONdigital Primary channels and access ONnet – Internet access through your TV, prepaid for 12 months.* Add more channels for an extra monthly subscription.

*Telephone charges not included.



How to buy

How to buy ONdigital Prepaid and Prepaid Plus

1. Check your home's coverage at your nearest ONdigital retailer. If ONdigital Prepaid or Prepaid Plus is a gift, check the postcode of the person you are giving it to.
2. Fill in the simple form with your retailer.
3. Pay for your ONdigital box, take it home, set it up and start watching!

How to set up

How to set up ONdigital Prepaid

When you get home, simply plug in your ONdigital box and choose any six of the available ONdigital Primary channels. Make a quick phone call to ONdigital, order your free ONmail Starter Pack and straight away you could be watching digital TV at its finest.

Your ONmail Starter Pack will be delivered direct to your home, simply connect your ONdigital box to a telephone socket and you'll be able to email anyone with an email address anywhere in the world.

How to set up ONdigital Prepaid Plus

When you get home, simply plug in your ONdigital box and choose any six of the available ONdigital Primary channels. Then, connect your ONnet box to a telephone socket and using the remote keyboard you can explore the whole of the Internet through your TV.

How to add extra channels

How to add extra channels to your line up

Adding extra channels is easy. Use the details provided in your ONdigital Prepaid or Prepaid Plus box to select your new channels, then call ONdigital Customer Services on 0870 600 8686.

How much will it cost to upgrade?

For a little extra each month you can watch even more channels. So you can catch everything from the latest blockbusters to live Premiership football.

All Primary channels	- £ 3.00 per month extra
Any one Sky Premium channel	- £11.00 per month extra
Any two Sky Premium channels	- £15.00 per month extra
Any three Sky Premium channels	- £18.00 per month extra
Any four Sky Premium channels	- £20.00 per month extra
FilmFour	- £ 5.99 per month extra



Free-To-View Channels – available without subscription

An entertaining mix of programmes including... documentaries, comedy and entertainment.

Diverse programming on subjects which captivate, inspire and stimulate, as well as original comedy with a real edge.

A refreshing mix of witty and irreverent original programmes and unexpected theme nights that you won't see anywhere else.

Reset the clock news from the BBC, with headlines every 15 minutes and live coverage of events as they happen around the world.

BBC Knowledge with its stimulating mix of factual content takes you further into the topics that really interest you.

BBC Parliament brings live, uninterrupted coverage of the House of Commons and 'recorded as live' coverage of the House of Lords.

Great graphics and information, from today's news headlines to share prices in Japan. Quick and easy to find your way around.

All your traditional favourites, now utterly transformed by digital technology. (Not available on satellite)

A channel for England and Wales with a different view – younger, fresher and spicier. (Not available on satellite)

Northern Ireland's digital terrestrial channel.

It's alternative, edgy, risky, innovative – and now Channel 4 has gone digital.

Home-grown programming for Wales, 12 hours a day.

A lively terrestrial channel with better UK-wide coverage than ever before.

Cleaner text, web-style graphics, faster, easier... it's definitely not the teletext you know.

The high street on your TV. Shop from your sofa with this channel.

With the launch of the ITN News Channel you can enjoy the latest news from home and abroad as it breaks each morning.

TV Travel Shop has exclusive holiday offers from all the major tour operators.

Simply Money offers viewers information and advice on all consumer and personal finance issues.

FourText gives programme details and times for the current and following day for Channel 4 and FilmFour.

TeleG provides an hour of programmes every day including cartoons, documentaries, religious services and music shows.

*BBC services are not subscription and are available as part of the licence fee. BBC Parliament – audio only. **Text service and availability depends on box or iTV type. †BBC Choice has dedicated versions available for Scotland, Wales and Northern Ireland. ‡Subscribers in Wales will normally receive S4C. Viewers in Scotland will normally receive TeleG. S4C and S4C2 are only available in Wales.

ONdigital Primary Channels

A very popular channel, featuring favourite series like The Simpsons.

The UK's only music and comedy channel.

A quality selection of popular British comedy and drama.

Gardens, homes, cookery and travel to inspire you. Available Monday to Wednesday.

Interesting and informative – the BBC at its factual best. Available Thursday to Sunday.

Great movies, seven days a week.

Exclusive coverage of the UEFA Champions League matches 2000/2001.

Fresh and involving – the ultimate women's magazine on TV.

Fast cars, bikes and women – the channel for men who like all the action.

The new entertainment channel from Channel 4 showing brand new series of Friends, ER, Ally McBeal and new UK commissions.

Includes exclusive coverage of five UEFA Champions League matches 2000/2001 and the Tennis Masters Series.

A 24 hour cartoon channel for adults and children.

The world-famous 24 hour youth entertainment channel.

Live sport for all from home and around the world.

TV to tempt your taste buds on Europe's only food channel.

Nickelodeon is stacked with wicked cartoons and the coolest live action, comedy and drama.

Comedy is Paramount. The only channel dedicated to bringing you outstanding comedy from both sides of the Atlantic.

Hit comedies, dramas and soaps from around the world.

Adventure and entertainment for children designed to enlighten kids about the world around them.

A channel dedicated to aviation, space, mankind, adventure and our world.

Premium Channels

A premier film and entertainment channel. It offers the best in quality film and entertainment – guaranteed.

A 24 hour contemporary movie channel. The place for people to chill out and escape to.

FilmFour brings you top British films and other influential and provocative films.

The best of British live sport. In-depth sporting analysis. A wide range of sport-related programmes including Premier League Football.

All the best sporting action including live coverage of international cricket test matches, rugby union, golf and the dramas of the FA Cup.

You get Sky Sports 3 free when you choose either Sky Sports 1 and/or Sky Sports 2.

Adult entertainment from midnight to 4am, seven nights a week.

Adult entertainment every night of the week from 12am to 5.30am. Not available in Wales. Minimum subscription of 12 months.

Additional Services

Explore the whole of the Internet through your television – no need for a PC.

ONdigital Prepaid includes free ONmail Starter Pack – email through your television.

Your choice of pay-per-view entertainment. Watch some of the latest blockbuster movies as well as specially commissioned events.

Interactive games providing fun for all the family.

An interactive information service offering a TV listings guide, UEFA Champions League news, competitions and loads more.

Additional services

on request

The pay-per-view entertainment service

Available to all ONdigital customers, ONrequest is the way to watch the first TV showings of some of the greatest new movies. You can watch the pick of the Box Office and, with selected performances in widescreen and surround sound, it brings the digital cinema to your living room.

You can see what's showing at any time without obligation and you can even have a free preview to help you select, order and watch at one of the convenient viewing times.

As well as premiering mainstream movies, there is coverage of top sports and specially commissioned events.

on games Fun for all the family

Two channels dedicated to fun and educational games for the whole family. ONgames provides hours of amusement, with plenty to keep all ages engrossed. With regular updates and new games, the fun never stops.



on view A TV guide and a whole lot more

An interactive information service offering a TV listings guide, programme highlights, UEFA Champions League news, customer information, competitions and loads more.

More matches than anyone*

If football is your passion, with ONdigital you can enjoy all the goals, all the drama and all the tension in the best line up of football action any fan could want.

Top football action

Each week you'll find plenty to keep you on the edge of your seat, including every game of the 2000/2001 UEFA Champions League free with ONdigital Prepaid and Prepaid Plus. For an additional cost each month you could subscribe to Sky Sports 1, 2 and 3 Premium channels and catch all the action from the FA Carling Premiership and the biggest games of the AXA FA Cup.

Just take a look at our line up. We're sure you'll agree it's a winner.

UEFA Champions League

FA Carling Premiership

Nationwide Division 1

Nationwide Division 2

Nationwide Division 3

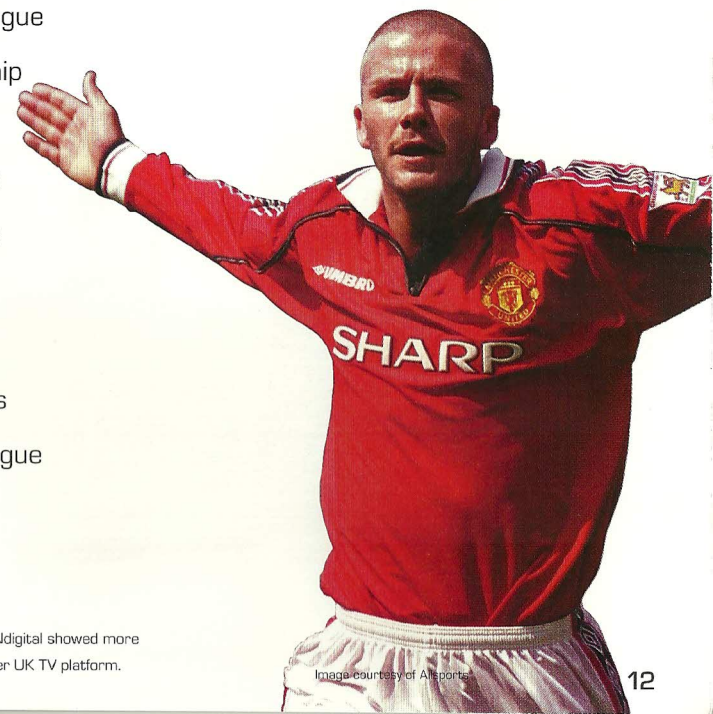
AXA FA Cup

Worthington Cup

International matches

Scottish Premier League

and many more...



* In the 1999/2000 football season ONdigital showed more of the season's matches than any other UK TV platform.

Image courtesy of Allsports

Your next step

With a quality selection of channels and a world of exciting additional services, there's never been a better time to subscribe to ONdigital Prepaid or Prepaid Plus. So call in to your nearest ONdigital retailer and ask for ONdigital Prepaid or Prepaid Plus, the easiest way to enjoy digital TV.



Your questions answered

Q. Will my aerial receive ONdigital?

A. In the vast majority of cases, yes. However, some people may find they need an aerial upgrade. ONdigital will be happy to arrange for a Standard Aerial Upgrade if required for a special rate of £40. Please refer to Standard Terms and Conditions overleaf.

Q. Can I receive coverage of all ONdigital's channels?

A. ONdigital presently covers the majority of UK households, so most people will be able to receive ONdigital's channels. Please make sure you check your postcode for coverage.

Q. Where can I get more information?

A. If you need more information about ONdigital Prepaid or Prepaid Plus, call ONdigital Customer Services free on 0808 100 0101.

Q. What happens at the end of 12 months?

A. You can extend your ONdigital viewing for as long as you like by making a quick call to ONdigital Customer Services.

Q. Do I own my free ONdigital box?

A. No. ONdigital customers have free use of ONdigital boxes for the duration of their subscription to ONdigital. If you cancel your subscription, we will arrange with you for the box to be returned.

Q. How about my ONnet box and keyboard?

A. Again, ONdigital customers have free use of the ONnet box and keyboard for the duration of their subscription to ONdigital. If you cancel your subscription, we will arrange for the ONnet box and keyboard to be collected.

Standard Terms and Conditions for ONdigital and ONnet

Set top box and accessories (which include a remote control) and ONnet box and accessories (which include an infra-red keyboard) available for hire from ONdigital at no charge for as long as ONdigital subscription is maintained. ONnet is only available to ONdigital programme subscribers. These offers are not available to non-domestic customers (pubs, clubs, etc.). Please contact ONdigital for details of our retail offers. Subscription is subject to status and terms. Customers must be 18 years or over. Programmes and channels are subject to alterations and may vary according to coverage in your area. Please check coverage and availability with your retailer. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade fee of £40 will be payable if Standard Aerial Upgrade is required. Set top box and ONnet box and accessories must be returned or will be collected by ONdigital if subscription contract terminates. Credit/debit card details may be taken as security. Maximum of one set top box and one ONnet box per subscription. Separate terms and conditions apply for ONmail and ONnet. Connection of your set top box and/or ONnet box to a fixed telephone line will be necessary to use ONmail and/or ONnet services, local rate telephone call charges will apply. For further details please call ONdigital on 0808 100 0101 or write to ONdigital Customer Service PO Box Plymouth PL1 3XU. Telephone calls may be recorded or monitored. © ONdigital 2000. Registered Office ONdigital PLC 346 Queenstown Road London SW8 4DG. Registered Number 3302715.

Important information on new channels

Dear Customer,

We are proud to announce the launch of two exciting Primary channels on the 1st of January 2001 – Nickelodeon and the Paramount Comedy Channel – giving you even greater choice and entertainment.

To receive these great channels, you must perform an 'add channels' update using your set top box and remote control, which must be done before you can receive these channels. For full details on this simple procedure, follow the instructions on page 179 of this month's TV guide.

With Nickelodeon, both young and old can enjoy a colourful mix of both live action shows like Sabrina the Teenage Witch, and wacky cartoons like Rugrats and Hey Arnold!

The Paramount Comedy Channel is full of laughs. You'll find classic comedy like Frasier, along side the likes of Spin City with Michael J Fox. For full programming details on both new channels, refer to this month's TV Guide.

Once you've completed the 'add channels' procedure you'll automatically receive these two great channels if you currently subscribe to all our available Primary channels.

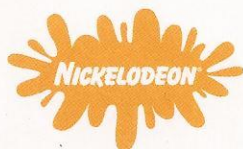
If you don't have all our available Primary channels, why not call to upgrade your package and activate these channels? Simply phone us today on **0870 600 9696**.

These great new additions to our channel line-up are just a part of our commitment to giving you the best range of viewing entertainment.

Yours sincerely,



Mr Nick Bowman
Director of Customer Services





25th March 2000

Dear 

I am delighted to announce the launch of three new digital text services. They offer you access to an amazing range of information and they are completely free of charge.

Digital Teletext, BBC Text and FourText are available to you now. They provide a wealth of information including sport, news, movies and finance. There are also pages covering TV listings and the weather. And, as time goes by, there will be more and more information available for you to access even faster than you can now.

How to get these new services

To get Digital Teletext, BBC Text and FourText you need to carry out a simple "auto update" on your box. You will find full details on how to perform this update on page 10 of your April ONdigital TV Guide.

There's so much more to come

In the near future, you'll be receiving news from us about exciting new interactive services. The first of these, ONmail, is exclusive to ONdigital and lets you send and receive email messages through your TV to any email address, anywhere in the world - for the price of a local call!

In the meantime, I'm sure you will be very impressed by these great new text channels. If you have any questions about these or any other ONdigital services, please do not hesitate to call us on 0870 600 9696.

There's never been a better time to be an ONdigital customer!

Yours sincerely,

Nick Bowman

Nick Bowman
Director Of Customer Services

ONdigital Customer Service Centre
PO Box 4
Plymouth PL1 3XU

www.ondigital.co.uk

digital
on

25 January 2000

**Great new ONdigital interactive services and channels coming your way
But you'll need to know where to look...**

Dear [REDACTED]

I'd like to keep you up to date with some of the fantastic things happening at ONdigital.

Over the next few months ONdigital will be launching the first of their exciting new interactive services including ONmail and ONrequest.

ONmail is set to revolutionise the way we communicate by letting you and your family send and receive e-mails via your television. With **ONrequest** you can treat yourself to the latest blockbuster pay per view movies, showing the latest movies and special events. We will tell you more about these services very soon.

On February 1st we will also be launching exciting new channels:

Discovery Kids will feature adventure and entertainment for children of all ages and replaces Carlton Kids, while Carlton World makes way for **Discovery Wings**, a channel devoted to everything mankind has ever made to fly.

To clear the way for these new services and channels, we will be re-ordering the channel numbers on February 1st 2000 and your set top box will need to store the new information. So on this date - or as soon as you can afterwards - you will need to 'Store Channels' on your set-top box. **But don't worry**, the enclosed leaflet will guide you through this simple operation.

As these new channels are replacement channels, there'll be no increase in your Primary channel subscription. Of course, if you chose not to receive Carlton Kids/World but like the sound of these new channels, you can upgrade your subscription right now, simply by calling 0870 600 9696.

If you encounter any difficulties, the people at our Customer Service centre are ready to help between 8am and midnight, seven days a week. They're on 0870 600 9696.

Yours sincerely

Nick Bowman

Nick Bowman
Director of Customer Services

Digital TV Through Your Aerial



MEDIAMASTER 9850 T

NOKIA
CONNECTING PEOPLE

Digital TV Through Your Aerial

Mediamaster 9850 T



Difference between analogue and digital signal



Analogue signals broadcast as a series of "waves" with each channel occupying its own "bandwidth".



Digital signals broadcast as a series of "compressed bits" using less capacity, therefore allowing more channels.

What is digital television?

Just as CDs transformed our world of music, digital television is revolutionising the viewing patterns of every household in the country. More channels, crystal clear pictures, far superior sound quality, fantastic teletext services and in time, interactive features, such as surfing the Internet.

Digital TV will eventually replace the current analogue method of transmitting television, but in the meantime, all analogue services are being replicated on digital services.

Digital TV, through your aerial

Nokia's Mediamaster 9850 T has been designed especially for ONdigital's broad range of digital terrestrial programming. It's simple to use: just plug it into your existing TV and a suitable aerial, in most cases your current aerial will be perfectly acceptable.

You will then have access to all the terrestrial channels you currently enjoy - BBC, ITV, Channels 4 and 5, as well as a host of new free channels such as BBC News24, BBC Choice and ITV2.

And the receiver's portable - you can plug your Mediamaster into any TV in the house, or caravan!

BBC ONE

UK GOLD



4

itv

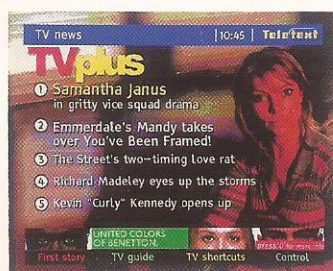
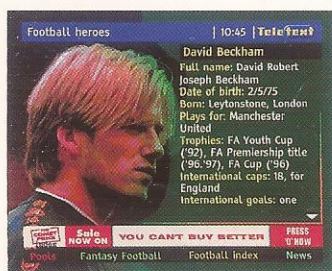
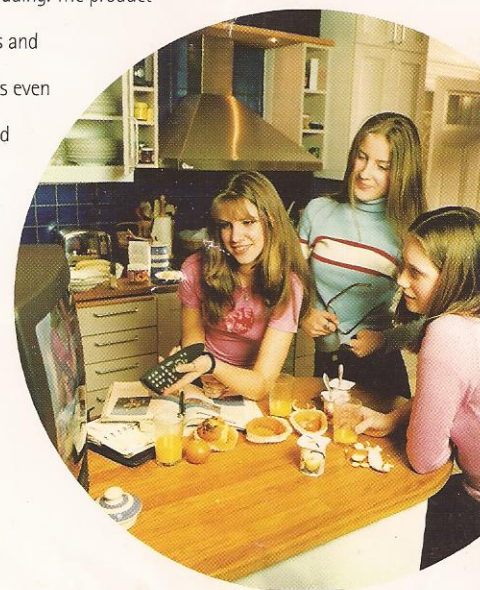
For the first time ever, Digital Teletext will have its very own dedicated channel. Full colour pictures and Web-style graphics make Digital Teletext easier to read – and fun to use. All the key sections will be available – TV listings, sport, news, weather and holidays. Gone will be the days of 'lego brick' type graphics and only 8 colours – with new computer-like displays using 256 colours, different types and sizes of lettering, characters and even photographs and video clips.

Nokia Mediamaster

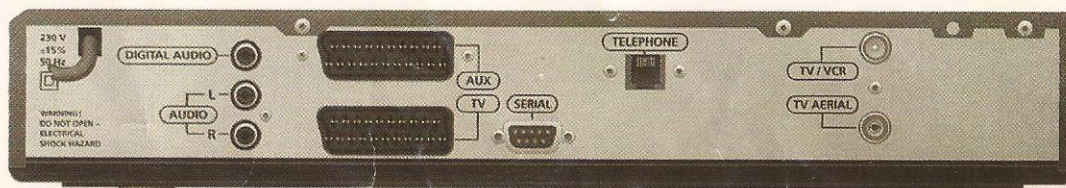
The new generation of Nokia Mediamasters features a pure design, which blends perfectly with your home environment. Nokia products are well known for their excellent designs and high degree of functionality, and they continually receive the highest marks in international product test comparisons. In fact Nokia has won more awards than any other set-top box manufacturer.

The Mediamaster 9850 T provides all the features to comply with ONdigital's specification and those of other UK digital terrestrial operators. This includes full MPEG-2 support, pan & scan and letterbox video formats, sophisticated audio options and serial data interface for software upgrading. The product features high resolution graphics with 256 colours and environmentally friendly green stand-by. Nokia has even created a new ergonomic remote control, designed especially for both left- and right-handed users.

The Nokia Mediamaster 9850 T is ready for pay-per-view and interactive services. It features a Common Interface connector as well as a built-in modem, and is fully DVB compliant.



Technical overview Mediamaster 9850 T



System capabilities

Fully DVB compliant.

Demodulator

Waveform COFDM

Modes supported 2 k

Video decoder

MPEG-2 Main Profile @ Main level

Data rates up to 15 Mbits/s

Video formats 4:3, 16:9

Pan Et Scan, Letterbox

Audio decoder

MPEG-2 layer I & II

Mono, Dual channel, Stereo, Joint Stereo

Application system resources

Processor 32bit RISC

RAM memory 4 Mbyte

SDRAM 4 Mbyte
(for video/graphics)

Flash memory 4 Mbyte

Graphics display 720 x 576

Colours 256

Tuner input

Connector IEC female

Input frequency 470-862 MHz

Band width 8 MHz

RF Loop through output

Connector IEC male

Frequency range 47- 862 MHz

RF modulator

PAL I

Channels 21-69

TV scart

RGB, CVBS, Audio

AUX scart

RGB, CVBS, Audio

HiFi Quality Audio output

Connector 2 x RCA/Cinch (L/R)

Return channel

Connector 6-pin modular jack

Protocol V32 bis

Serial data interface

Connector 9-pin D-sub

Signals RS232

Digital Audio output (SPDIF)

Connector 1 x RCA (Cinch)

Remote control

Type RC 4661

Operating distance 10 m

Batteries 2 x 1.5V(AAA)

Conditional Access

Mediaguard with Smart Card reader.

A Common Interface connector is also provided.

General data

Colour black

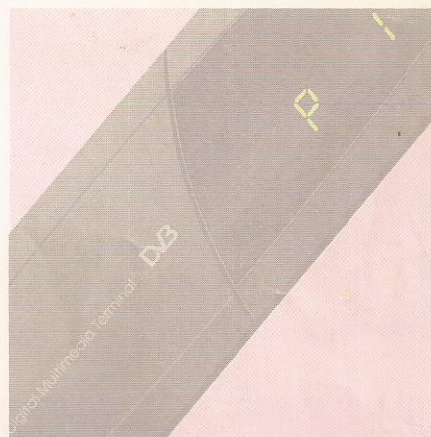
Operating temp +5°C to + 45°C

Supply voltage 230 V AC +- 15%
50-60 Hz

Power consumption max 40 W
(stand-by 5 W)

Weight 1.9 kg

Dimensions (wxdxh) 380 x 240 x 62 mm



Nokia Multimedia Terminals, Bridgemoor Close, Westmead, Swindon SN5 7TS
Tel: 01793 556000 Fax: 01793 556010 support.uk@mnt.nokia.com www.nokia.com

on digital

NOKIA
CONNECTING PEOPLE

Free Kicks

Enjoy
Sky Sports
1, 2 & 3
free for
2 months

when you subscribe to ONdigital
with 6 or more Primary Channels.

SKY SPORTS 1

SKY SPORTS 2

SKY SPORTS 3

Final whistle on this offer, 1st April 2001



Image courtesy of Allsport.

on^{digital}

More matches than anyone*

OD^{on football}

Enjoy Sky Sports 1, 2 & 3 free for 2 months

ONdigital has always had plenty to offer sports fans. But now we've gone sports mad!

That's because if you subscribe to ONdigital on or before April 1st 2001, you could receive Sky Sports 1, 2 & 3 absolutely free for 2 months.

So, do you **really** want to miss these matches – or have you missed some of them already?

FA Cup 5th Round	Sky Sports 2	Feb 18	Arsenal v Chelsea
Worthington Cup Final	Sky Sports 2	Feb 25	B'ham City v Liverpool
Six Nations Rugby	Sky Sports 2	March 3	England v Scotland
Third Test Cricket	Sky Sports 2	March 14	Sri Lanka v England
World Cup Qualifier	Sky Sports 2	March 24	England v Finland
World Cup Qualifier	Sky Sports 1	March 24	Scotland v Belgium
FA Carling Premiership	Sky Sports 1	March 31	Liverpool v Man Utd

All delivered through a normal aerial, with no need for a dish or cable and with clearer pictures and sharper sound than ever before.



Image courtesy of Allsport

OD on football on us!

ONdigital customers also receive ONsport 1, a bonus channel which brings you even more top sporting action.

Best of all, ONsport 1 promises you live coverage of UEFA Champions League 2000/2001.

It's just part of the reason we bring you more football than anyone else.*

* In the 1999/2000 football season, ONdigital showed more of the season's matches than any other UK TV platform.

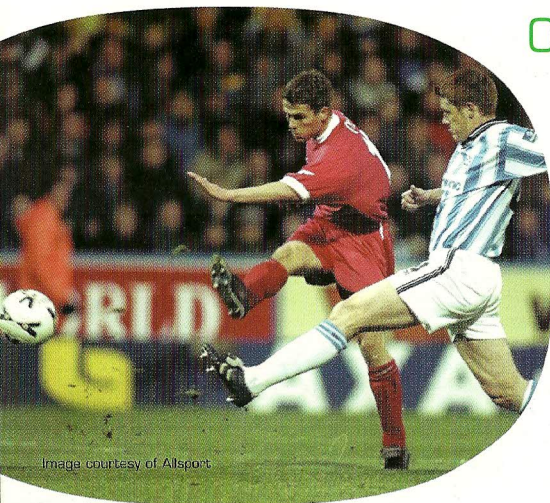


Image courtesy of Allsport

How to get Sky Sports 1, 2 & 3 free for 2 months

To enjoy top football action from the Premier League and FA Cup, not to mention top rugby, golf, cricket and tennis all you have to do is follow these two simple steps:

- 1 Complete an ONdigital customer agreement in-store and choose to:
 - a. Pick up a free ONdigital box† and sign up to ONdigital from just £9.99 a month or;
 - b. Buy an integrated digital TV (idTV) which could also give you any 6 available ONdigital Primary channels for 12 months at no extra cost.
- 2 When you get home, call ONdigital and quote promotion code **SS4** and you could receive Sky Sports 1, 2 & 3 **free** for 2 months – it's that easy!

idTV customers - please note that when calling ONdigital to take advantage of this offer you will need to provide your credit card or direct debit details.

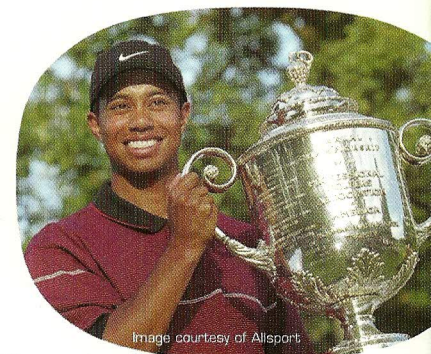


Image courtesy of Allsport

ONdigital offers more than just sport!

As an ONdigital customer you could enjoy the latest in entertainment and cutting edge interactive services.

- Over 50 fantastic channels of amazing entertainment including Sky One, MTV, UK Gold, Nickelodeon and E4
- Internet access to millions of websites through your TV
- Over 700 movies a month with channels such as Sky Premier and FilmFour
- Your choice of pay-per-view entertainment with ONrequest††
- Flexibility to choose the channels you want to watch



TM 2001 Warner Brothers. All Rights Reserved.

†† Availability depends on coverage and idTV make.

Sign up to ONdigital today

And tonight you could be watching free Sky Sports 1, 2 & 3

Subscribe to ONdigital with 6 or more Primary Channels on or before April 1st 2001 and you could receive Sky Sports 1, 2 & 3 **free** for 2 months.

As an ONdigital customer, you could enjoy the best line up of football action any fan could want...

UEFA Champions League

FA Carling Premiership

FA Cup Sponsored by AXA

Nationwide Division 1, 2 & 3

Worthington Cup

Competitive Internationals

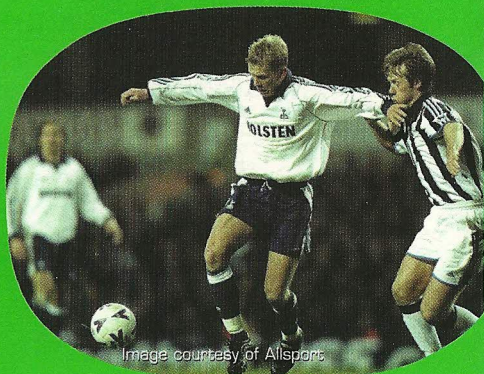


Image courtesy of Allsport

ONdigital Important Information: You must quote promotion code **SS4** to take advantage of this offer. This offer is only available to new residential monthly pay/ONdigital programme subscribers who subscribe to at least 6 Primary Channels for the first 2 months of their subscription term and to new residential Prepaid, Prepaid Plus and Preloaded subscribers who provide ONdigital with authority to make charges to their credit card or bank account (by direct debit) if the customer chooses to subscribe to channels that have not been Prepaid and/or continues to receive the Sky Sports channels featured in this promotion following the end of the free provision promotional period. This offer is only available to customers in ONdigital predicted coverage menu areas A-D only. **The offer is not available** in conjunction with any other offer except that regular monthly pay customers will remain entitled to receive all available Primary channels for the price of 6 for the first 3 months of their 12 month Minimum subscription Term. **The offer comprises** 2 months' free subscription to Sky Sports 1 and/or Sky Sports 2 (where available) during the first 2 months of a 12 month minimum subscription to ONdigital, Sky Sports 3 (where available) will also be provided in addition to Sky Sports 1 and/or 2 during this period. ONdigital will not charge you for 2 months for Sky Sports 1 and/or Sky Sports 2 but will charge you for any other Premium channels you choose as if you are not receiving Sky Sports 1 and/or Sky Sports 2. All other channels will be charged at standard rates. **At the end of the promotional period** ONdigital will charge you at its standard Primary and Premium channel rates for your choice of channels. ONdigital will write to you before the end of the promotional period to notify you of this and to inform you of ONdigital's current rates at that time. **This offer is made subject** to you being eligible to subscribe to ONdigital in accordance with ONdigital's standard terms and conditions - a copy of which is available on request from ONdigital. Offer subject to availability of Sky Sports 1 and Sky Sports 2 in your area. ONdigital reserves the right to withdraw the offer at any time prior to concluding a subscription agreement with you. At time of going to press this offer is available between 9th February and 1st April 2001.

General subscription information: Set-top box available for hire from ONdigital at no charge for as long as ONdigital subscription maintained. Minimum subscription is £6.99 per month for a minimum period of 12 months (£9.99 with this promotion). Subject to status. Subscription amount may vary in accordance with the ONdigital subscription contract. Not available to non-domestic customers (pubs, clubs, etc). Customers must be 18 years or over. Programmes and channels are subject to alterations and may vary according to coverage in your area. Please check coverage and availability with your retailer. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade policy applies, fee from £40 will be payable if a Standard Aerial Upgrade is required. Set-top box must be returned or will be collected by ONdigital if subscription contract terminates. Credit/debit card details may be taken as security. Information correct at time of going to press (February 2001). One set-top box per subscription. For further details, please call ONdigital on 0800 100 0101 or write to ONdigital Customer Service, PO Box 4, Plymouth PL1 3XU. Telephone calls may be recorded or monitored for training purposes. Copyright © ONdigital 2001. Registered Office 346 Queenstown Road, London SW8 4DG, Registered Number 3302715.

Discovery joins ONdigital.



Two brand new Discovery channels are now available with ONdigital.



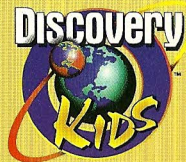
Prepare to be amazed...

Isn't it time you switched ON?

digital
on

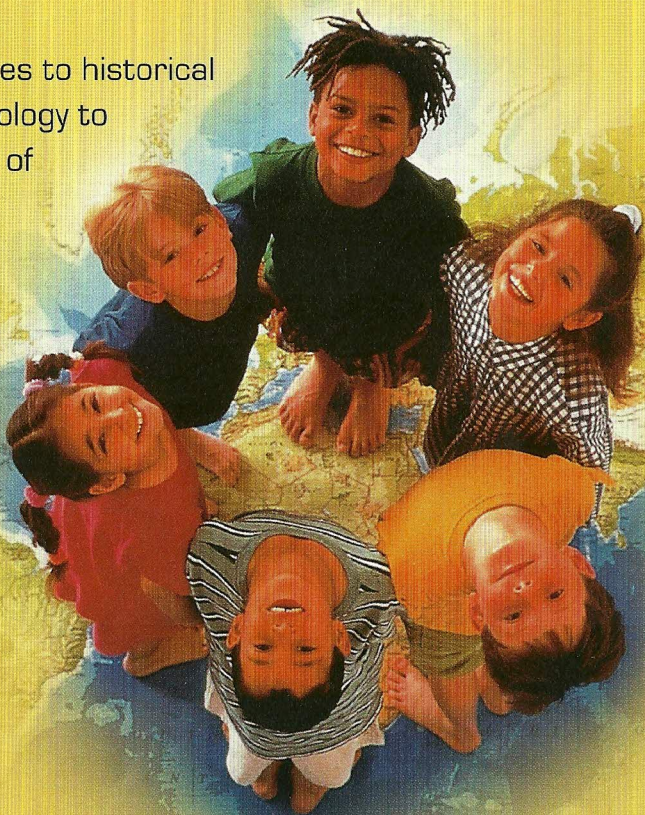
A World of Discovery with ONdigital

ONdigital are proud to present two brand new Primary channels from Discovery that all the family are sure to love.



Discovery Kids

From animal adventures to historical dramatisations, technology to exploration, the range of programmes provide action-packed entertainment, astonishing facts and real-life footage. Running from 6am to 6pm every day, learning for youngsters has never been more fascinating or fun. •



Pick up an ONdigital box today, and from only £6.99 a month you can discover a whole new world with ONdigital.



Discovery Wings

You may have your feet safely on the ground right now... but prepare for lift off with the launch of Discovery Wings. From gripping historical documentaries to exciting true-life experiences, this channel is dedicated to the world of flight, aviation and space exploration.



Discovery Kids and Discovery Wings will replace Carlton Kids and Carlton World in the ONdigital Primary channel line-up.

Minimum term of 12 months. Subject to status. Standard Aerial Upgrade fee of £40 may be payable. Services may vary according to coverage in your area and status of existing aerial installation. Check coverage and availability with your retailer. Information correct at time of going to press. Other terms and conditions apply.

For further details, please call ONdigital on 0800 100 0101 or write to ONdigital Customer Service, PO Box 4, Plymouth PL1 3XU.

Coming soon...

ONmail – email through your television.

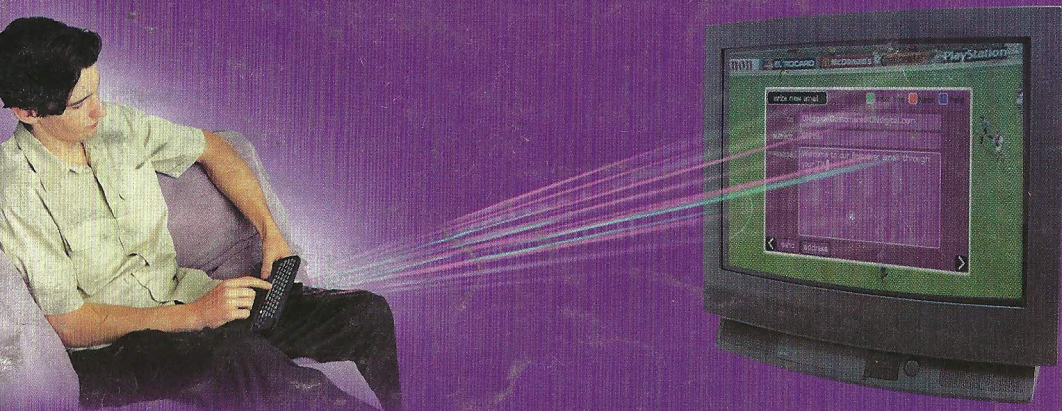
Keep in touch with family and friends.

ONmail is our great new email service that lets you contact your friends and family the modern, simple way. It's via your TV and easy to use – just connect your set-top box to your phone line. Imagine, while watching TV you can communicate with friends at any email address, anywhere in the world – without leaving your armchair!

Accessing your email couldn't be simpler with the special remote control. It opens up to reveal the ONmail keyboard letting you choose to open, read or reply to your mail whenever it suits you.

It's so easy to use and the whole family can get in on the action.

Further details available soon from your retailer.



Isn't it time you switched ON?

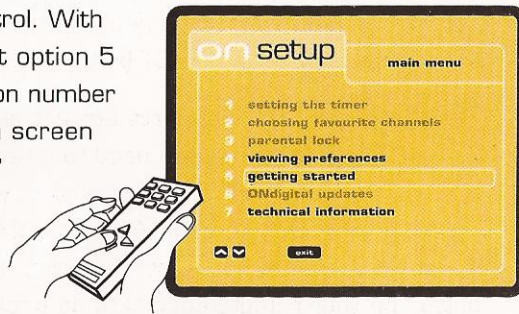
digital
on

The future
can't start
without you

Two small steps for you. One giant leap for television

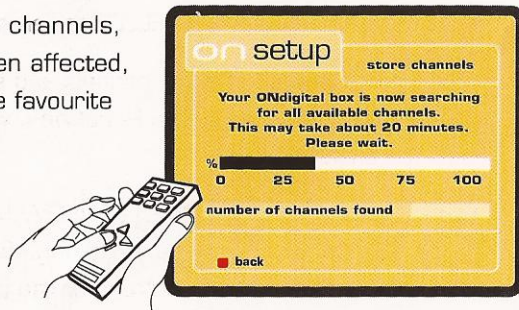
We're planning to bring a whole new range of exciting services to your television: ONmail, ONrequest, ONgames, great new channels and lots more. But to be able to take advantage of any of them, you will need to re-tune your set top box on February 1st 2000 – or as soon as you can after that date. This is how you go about it:

- 1 First tune into any ONdigital channel then press MENU on your remote control. With the main menu on screen, select option 5 'getting started' by pressing button number 5 on your remote. You will see a screen including options to 'add channels' or 'store channels'. Choose option 4 'store channels' using the DOWN ARROW button and press SELECT. You will now see a screen asking you if you want to continue, press SELECT to do so.



- 2 Your ONdigital box will now automatically search for your new digital channels. This could take up to 20 minutes. As the search ends, you will briefly see a message that indicates the box is storing the channels. You will then see a list of the channels that have been found and stored. Mission accomplished! Now press EXIT on your remote control.

As a result of re-numbering your channels, some other settings may have been affected, including 'Favourite channels'. The favourite channel feature allows you to skip straight past any channels you don't subscribe to and find the channels you want easier and faster.



You can reset your favourite channels as follows

- Tune into any ONdigital channel then press MENU.
- From the main menu, select option 2 by pressing the number 2 button. This will display a list of current channels.
- Use the UP and DOWN ARROW buttons to highlight a channel that you want to select as one of your favourites, then press the SELECT button. A heart symbol appears, confirming you've selected that channel. Continue to select other channels in this way, first highlighting them and then pressing the SELECT button.
- When you have placed hearts against all the channels you want to be your favourites, you then need to switch the favourites mode ON. The bottom of the screen indicates that you 'switch favourites on' by pressing the GREEN button. As you do this the menu heading at the top of the screen will indicate that 'favourites are on'. Press the red button on your remote control to go back to the main menu, then press exit on your remote control.
- If you want to switch the favourites mode off at any time, go back through the main menu and this time the bottom of the screen will indicate that you 'switch favourites off' by pressing the GREEN button. As you do, the top of the screen will indicate that 'favourites are off'.
- Should you wish to de-select some channels as your favourites, repeat the above steps, selecting option 2 from the main menu, highlighting the channel that you want to de-select using the UP and DOWN ARROW buttons, then finally press SELECT to remove the heart symbol.
- Once you have chosen your channels and switched the favourites mode on, when you use the P+ and P- buttons, you will only scroll through the selected channels.
- When using the UP and DOWN ARROW buttons with the on-screen TV guide, you will also see favourites only. To see other channels in this instance, use the number buttons or the on-screen channel list.

New Channel Line Up

As well as the channels shown below, you will find that space has been made for extra channels that are coming soon. ONoffer, a great new interactive channel which offers you exclusive deals and promotions. ONrequest, a new pay per view service bringing you the latest blockbusters and ONgames with fun, new interactive games. When these new services are launched we'll inform you either in the TV Guide or in a separate mailing.

1	BBC1	27	Cartoon Network
2	BBC2	28	Carlton Cinema
3	ITV	29	British Eurosport
4	Channel 4 (S4C in Wales)	30	Granada Plus
5	Channel 5	31	Granada Breeze (6am-9pm)
6	ITV2		Granada Men & Motors (9pm-2am)
7	BBC Choice	32	UK Gold
8	Channel 4 (in Wales only)	33	MTV
9	Digital Teletext	35	Carlton Food Network* (9am-5pm)
10	BBC Text		Carlton Select (5pm-1am Mon-Thu) (5pm-2am Fri-Sun)
11	BBC News 24	36	Discovery Kids
12	BBC Parliament (audio service only)		Discovery Wings
13	BBC Knowledge	37	UK Play
19	Shop!	38	UK Style (7am-1am Mon-Wed)
20	First ONdigital Info		UK Horizons (7am-1am Thu-Sun)
21	Sky Sports 1	41	FilmFour
22	Sky Sports 2	45	ONgames 1
23	Sky Sports 3	46	ONgames 2**
24	Sky MovieMax	47	ONoffer**
25	Sky Premier	50-55	ONrequest**
26	Sky One	99	Champions on 99

* From the 1st March Carlton Food Network starts broadcasting all day and evening, replacing Carlton Select.

** You will see the channel name and number when you select these channels. There may be test transmissions over the coming weeks. We will of course let you know when the channel goes live.

Our helpline
0870 600 9696
between 8am and midnight

Calls to this number may be monitored/recorded for training/quality of service purposes.

CMD1D7

digital
on

A05/760333

6th July 2001

Important customer announcement - ONdigital is becoming ITV Digital

Dear [REDACTED]

The next two months are shaping up as our busiest period since the launch of ONdigital over two years ago.

The most visible change occurs on Wednesday 11th July, when ONdigital joins forces with ITV and we change our name to ITV Digital. With the name change come some great new channels and services to complement your existing package. To be able to enjoy the new ITV Digital, you will need to re-tune your set top box (but more about that later).

So what will change?

Football fans are in for a treat. On 11th August we're introducing a brand new Premium channel called the ITV Sport Channel. This channel will show the UEFA Champions League, Nationwide Divisions 1, 2 & 3 as well as the Worthington Cup. If you sign up before launch, you will pay only £6.99 per month - that's £3.99 a month for the ITV Sport Channel and £3 a month for any Premier League pay-per-view matches* we broadcast, for an introductory period of 3 months. ONsport 1 and 2 will stop broadcasting on 12th August bringing to a close the UEFA Champions League coverage we have provided as a bonus channel for the last two seasons.

UK Style and UK Horizons will now be shown on separate channels, allowing fans to watch and enjoy these channels seven days a week. Our internet and interactive TV service called ONnet is being renamed ITV Active and will bring you access to the internet, shopping, games, entertainment and interactive services direct from your television. We'll also be bringing you Two Way TV, a new games channel that will be replacing ONGames.

What isn't going to change here at ITV Digital is our commitment to bringing you great television. You'll still be able to enjoy up to 50 great channels, and you'll find a full channel listing with the new channel numbers detailed on the reverse of this letter.

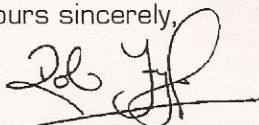
You need to re-tune your set top box to continue receiving great entertainment.

All you have to do is re-store your channels on (and not before) Wednesday, 11th July. This will allow you to get access to your new line up straight away.

Full, easy to follow, instructions are enclosed and our customer service team are only a phone call away if you need any assistance. More information can also be found on ONview/the ITV Digital information channel. For any services you pay for monthly, you will now see 'ITV Digital' replace 'ONdigital' on your bank statement. Your existing agreement is unaffected.

Welcome to ITV Digital - and don't forget if you need any help, please give us a call.

Yours sincerely,




Rob Fyfe
Managing Director

PS Please don't forget to re-store your channels on Wednesday, 11th July.

* Premier League pay-per-view matches are also available through ITV Sport Select separately from the ITV Sport Channel.

A big day in television. Our new channel line up.

						
1 - BBC ONE*	2 - BBC TWO*	3 - ITV	4 - Channel 4 ^{††} (S4C in Wales)	5 - Channel 5	6 - ITV 2** (England & Wales only) S2 (Scotland) UTV2 (N. Ireland)	7 - BBC CHOICE*
						
8 - Channel 4 (in Wales only)	9 - Teletext***	10 - BBC Text* ***	11 - BBC NEWS 24*	12 - BBC PARLIAMENT*	13 - BBC KNOWLEDGE*	14 - FourText***
						
16 - ITV TEXT+***	18 - S4C-2 ^{††} (Wales only)	18 - TELE G [†] (Scotland only)	19 - Shop! (UK excluding Wales)	20 - ITV Sport Channel	21 - Sky Sports 1	22 - Sky Sports 2
						
23 - Sky Sports 3	24 - Sky Movie Max	25 - Sky Premier	26 - Sky One	27 - Cartoon Network	28 - Carlton Cinema	29 - British Eurosport
This counts as one channel choice						
						
30 - Granada Plus	31 - Granada Breeze	31 - Granada Men & Motors	32 - UK Gold	33 - MTV	35 - Taste CFN	
This counts as one channel choice			This counts as one channel choice			
						
36 - Discovery Wings	36 - Discovery Kids	37 - PLAY	38 - UK Style	39 - Nickelodeon	39 - Paramount Comedy Channel	41 - FilmFour
						
42 - E4	43 - UK Horizons	44 - TV Travel Shop	46 - Two Way TV	47 - Wellbeing	48 - ITN News Channel	50 - ITV Select Info
						
51-58 ITV Select 1 to 5	88 - ITV Digital information channel	90 - The Adult Channel	91 - Televison X :The Fantasy Channel (Except Wales)	98 - ITV Sport Select	99 - ITV Sport Plus	

* BBC services are not subscription and are available as part of the licence fee. BBC Parliament – audio only. ** ITV2 available in England and Wales, UTV2 available in Northern Ireland and S2 available in Scotland. *** Text service and availability depends on box or idTV type. † TeleG only available in Scotland. †† S4C and S4C2 only available in Wales.

A knitted purple bear wearing a white t-shirt is standing in a doorway, holding a bouquet of pink roses. The bear is positioned in the center of the frame, with its right arm raised. The doorway is framed by a white door frame on the left and a blue door on the right. The floor is covered with a patterned rug. The background is a dark blue wall.

say a
big hello
to ITV
Digital





Welcome



As you may know, ITV Digital is the new name for ONdigital.

By getting together with ITV, we are able to offer you an even better choice of channels and services. Just for starters, we can bring you the ITV Sport Channel, which makes ITV Digital the new home of football.

ITV Digital is a great way to get digital television. We give you access to up to 50 of the best channels available, including E4, Cartoon Network, MTV and FilmFour to name but a few. And that's not all.

ITV Active lets you surf the internet through your TV, send emails all over the world, and even do your weekly shopping at Tesco.com.

Best of all, there's no need for a dish on the side of your house, because ITV Digital arrives through a normal aerial.

We aim to make digital television as easy and enjoyable as possible.























In fact, ask about ITV Digital here today and you could be at home watching today.

All the channels you could ever want




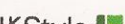















At ITV Digital we want to give you the best channels you've ever seen.

So we offer you the chance to see up to 50 great quality channels, showing the best new films, top sport and the most talked-about TV such as brand new Friends on E4, The Simpsons on Sky One and every match in the UEFA Champions League on the new ITV Sport Channel.

Free-to-view channels:

 <p>An entertaining mix of programmes including drama, news, journalism, documentaries, comedy and entertainment.</p>	 <p>Diverse programming on subjects which captivate, inspire and stimulate, as well as original comedy with a real edge.</p>	 <p>A refreshing mix of witty and irreverent original programmes and unexpected theme nights that you won't see anywhere else.</p>	 <p>Round the clock news from the BBC, with headlines every 15 minutes and live coverage of events as they happen around the world.</p>	 <p>BBC Knowledge with its stimulating mix of factual content takes you further into the topics that really interest you.</p>	 <p>BBC Parliament brings live, uninterrupted coverage of the House of Commons and 'recorded as live' coverage of the House of Lords. Audio only.</p>	 <p>Great graphics and information, from today's news headlines to share prices in Japan. Quick and easy to find your way around.</p>	 <p>All your traditional favourites, now utterly transformed by digital technology. (Not available on satellite.)</p>	 <p>A channel for England and Wales with a different view - younger and fresher. (Not available on satellite.) Available in England and Wales.</p>	 <p>Northern Ireland's digital terrestrial channel. (Not available on satellite.) Available in Northern Ireland.</p>	 <p>More sport, more dramas, more entertainment and a whole lot more choice. (Not available on satellite.) Available in Scotland.</p>	 <p>It's alternative, edgy, risky and innovative.</p>
 <p>A lively terrestrial channel with better UK-wide coverage than ever before.</p>	 <p>Clearer text, web-style graphics, faster, easier... it's definitely not the teletext you know.</p>	 <p>Offers up-to-date information and programme listings for ITV channels whilst keeping the TV picture permanently in view.</p>	 <p>With the launch of the ITN News Channel you can enjoy the latest news from home and abroad as it breaks each morning. From 5.30am-9.00am</p>	 <p>The high street on your TV. Shop from your sofa with this channel. Not available in Wales.</p>	 <p>TV Travel Shop has exclusive holiday offers from all the major tour operators.</p>	 <p>FourText gives programme details and times for the current and following day for Channel 4 and FilmFour.</p>	 <p>TeleG provides an hour of Gaelic programmes every day, including cartoons, documentaries, religious services and music shows. Only available in Scotland.</p>	 <p>Home-grown programming for Wales. 12 hours a day. Only available in Wales.</p>	 <p>S4C2 is a bi-lingual service showing live debates from the National Assembly for Wales whenever it is in session. Only available in Wales.</p>	<p>* BBC services are provided free-to-view as part of the BBC licence fee.</p>	


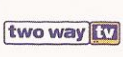




Primary channels:

					 CARON CINEMA				 The Best Place for Cartoons	 MUSIC TELEVISION®	
A very popular channel, featuring favourites like The Simpsons.	The UK's only music and comedy channel, featuring current sounds and the best in cult comedy.	The very best of British comedy and drama.	Inspirational ideas for gardens, homes, travel and food all courtesy of your favourite personalities.	Stimulating factual entertainment, from documentaries to science and natural history.	From golden greats to contemporary classics, all uncut and uninterrupted, there's something for everyone. Great films without paying a premium.	Nickelodeon is stacked with wicked cartoons and the coolest live action, comedy and drama.	Comedy is Paramount. The only channel dedicated to bringing you outstanding comedy from both sides of the Atlantic.	The entertainment channel from Channel 4 showing brand new series of Friends, ER, Ally McBeal and new UK shows.	For toontastic entertainment catch Cartoon Network, the 24 hour a day animation channel. Toon in to family favourites like Tom and Jerry and Scooby-Doo.	The world's most famous music channel, playing the biggest hits, the biggest stars and exclusives that count and at home and abroad.	Top class international sport with a focus on British achievement and at home and abroad.
These two channels count as one						These two channels count as one					
											
TV to tempt your taste buds on Europe's only food channel.	Fresh and involving – the ultimate women's magazine on TV.	Fast cars, bikes and women – the channel for men who like all the action.	Hit comedies, dramas and soaps from around the world.	Adventure and entertainment for children designed to enlighten kids about the world around them.	A channel dedicated to aviation, space, mankind, adventure and our world.	A channel devoted to your wellbeing, from Boots and Granada.					

Premium channels:

 <p>A premier film and entertainment channel. It offers some of the best in quality film and entertainment.</p>	 <p>A 24 hour contemporary movie channel. The place for people to chill out and escape to.</p>	 <p>FilmFour brings you top British films and other influential and provocative films.</p>	 <p>British live sport. In-depth coverage of international cricket test matches, rugby union, golf and the dramas of Premier League Football.</p>	 <p>Sporting action including live coverage of international cricket test matches, rugby union, golf and the dramas of the FA Cup.</p>	 <p>You get Sky Sports 3 free when you choose either Sky Sports 1 and/or Sky Sports 2.</p>
---	---	---	--	---	--

Additional services:

 <p>Exclusive action from the UEFA Champions League, Nationwide Football League and Worthington Cup featuring more than 130 top quality matches per season.</p>	 <p>Interactive games for all the family.</p>	 <p>An interactive TV guide and a whole lot more.</p>	 <p>Your choice of pay-per-view entertainment and sport. Formerly ONrequest.</p>	 <p>Internet access through your TV.</p>	 <p>Live pay-per-view matches from the FA Barclaycard Premiership and Nationwide Football League. Also available as part of a package.</p>
--	--	--	---	---	---

There's no such thing as too much football...

ITV Digital is the new home of football, bringing you more football than you'll find anywhere else. And not just the top Premiership games either.

Because fans love all sorts of teams – we bring you action from all levels of the beautiful game, including the Nationwide Football League, FA Barclaycard Premiership and the UEFA Champions League.

ITV Digital – the new home of football

ITV Digital is the only place you can be sure to see the new ITV Sport Channel with coverage of every match in the UEFA Champions League and together with Sky Sports 1, 2 and 3 you could see action from all of these competitions:

UEFA Champions League

FA Barclaycard Premiership

Nationwide Football League Division 1

Nationwide Football League Division 2

Nationwide Football League Division 3

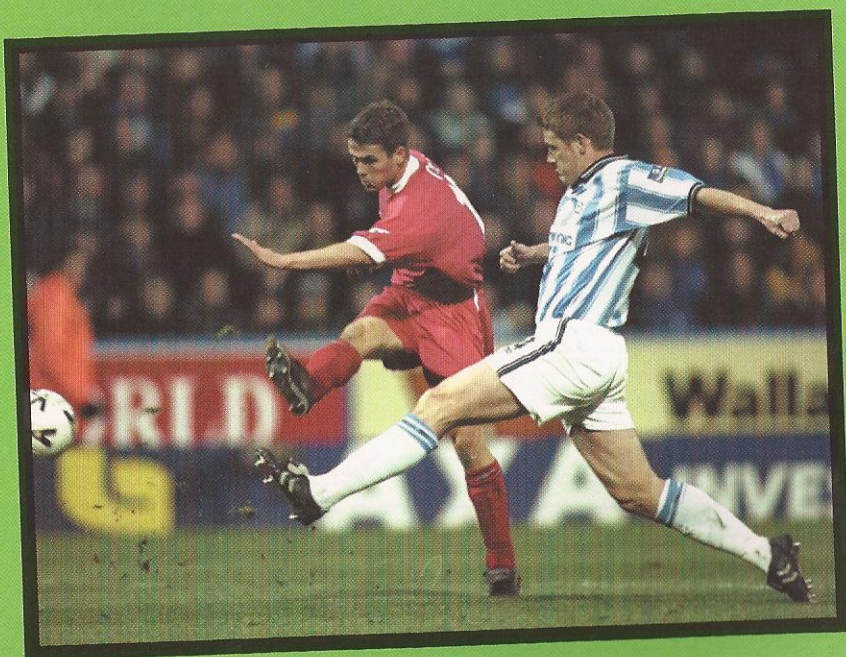
Worthington Cup

AXA FA Cup

International Matches

Bank of Scotland Scottish Premier League

Tennents Scottish Cup



...or too many big movies



If you fancy getting up close to some of the world's biggest stars, ITV Digital brings you more than 700 movies every month. All of them with amazing sound and picture, and quite a few in widescreen.

Sky Premier and Sky MovieMax bring you some of the most well-known and well-loved movies like Runaway Bride and American Pie, with some slightly edgier stuff on FilmFour and film classics on Carlton Cinema.

So whether you're a movie buff with a thing for Casablanca, or you just want to see

Hollywood's biggest and best, like Sixth Sense with Bruce Willis, we've got loads of movies you can handle.

ITV Select*

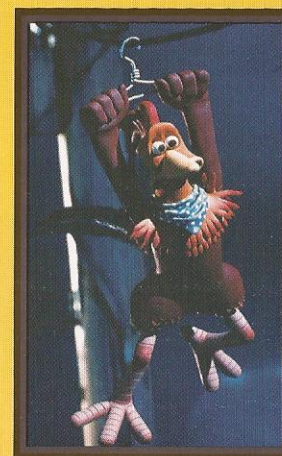
Your first choice for great movies

To make sure you never miss out on some of Hollywood's biggest blockbusters, ITV Select brings them to you on a pay-per-view basis.

We've made ordering easy. With just a few clicks on your remote control, we can bring the movies to you with widescreen and surround sound on selected films – so you can avoid the hassle of going to the video shop.

With five ITV Select channels† and a choice of start times, there's always something you want to see starting soon, such as MI:2, the biggest global box office hit of 2000 starring Tom Cruise; and Chicken Run, brought to you from the creators of Wallace and Gromit.

ITV Digital really does bring you what you want, when you want it.



* Formerly ONrequest.

† Limited service available in Wales – see channel 50 for details.

How do I get ITV Digital?

ITV Digital box
or digital television –
it's your choice.



Free loan of an ITV Digital box

This means we will loan you an ITV Digital box free for as long as you subscribe to ITV Digital.

The ITV Digital box is really easy to set up, and if you're having any trouble, you can always call us for help.

Best of all, it works with your existing TV and a normal aerial; so there's no need to wait for an installer or to have a dish on the side of your house.†

†Standard Aerial Upgrade may be required – see contract for full details.



You could access up to 15 free-to-view channels plus six available ITV Digital Primary channels for just £9.99 a month. If you want more channels, we make it easy to add them whenever you like.

You can also add internet access with ITV Active from just £5 a month. But more of that later.

Here are your main options.

OPTION 1 – £6.99 a month

Up to 15 free-to-view channels plus any one available Primary channel from the list you'll find on pages 3 and 4 of this leaflet.

OPTION 2 – £9.99 a month

Up to 15 free-to-view channels plus any six available Primary channels from the list you'll find on pages 3 and 4.

OPTION 3 – £13.00 a month

Up to 15 free-to-view channels plus all the available Primary channels from the list you'll find on pages 3 and 4.

Only pay for the
channels you actually
want to watch

Premium channel options

If you love sport or films then this is when you become a kid in a sweet shop.

And because we're not your mum, you could have as many as you like, just total up the cost and add it to your Primary channel option.

FilmFour	£5.99 per month
ITV Sport Channel	£6.99 per month
ITV Sport Channel and ITV Sport Select†	£9.99 per month
1 Sky Premium channel	£12 per month
2 Sky Premium channels	£16 per month
3 Sky Premium channels	£19 per month
4 Sky Premium channels	£21 per month

Sky Sports 3 is free when you choose Sky Sports 1 or 2.

†ITV Sport Select pay-per-view services will also be available without subscription to the ITV Sport Channel.



Digital televisions

Digital televisions are widescreen televisions with a major difference.

They offer great sound and picture quality, and they have all the techie bits you'll find in our ITV Digital box built-in. So they let you receive up to 15 free-to-view channels as soon as you get home. You can spot them in-store thanks to the DVB mark – the mark of a digital television.

When buying a digital television, if you sign up to ITV Digital in-store you could receive these ITV Digital Primary channels free for six months:



These two channels count as one

Just plug it in, switch on and you're away. With no waiting for an installer, and no need for a dish on the side of your house.**

How to put even more channels on your Digital TV

If your free ITV Digital Primary channels just aren't enough, you could have them all for just £3 a month extra. But what's the catch? Well, there isn't one.

You can also subscribe to these Premium channels any time you like, just by phoning us up.

FilmFour	£5.99 extra per month
ITV Sport Channel	£6.99 extra per month
ITV Sport Channel and ITV Sport Select†	£9.99 extra per month
1 Sky Premium channel	£12 extra per month
2 Sky Premium channels	£16 extra per month
3 Sky Premium channels	£19 extra per month
4 Sky Premium channels	£21 extra per month

**Aerial upgrade may sometimes be required.

†ITV Sport Select pay-per-view services will also be available without subscription to the ITV Sport Channel.



ITV Active



It's hard to avoid hearing about the internet these days, isn't it?

But actually making the most of it can be fairly tricky and expensive.

So we'd like to introduce you to ITV Active, which puts the internet on your TV, and means you don't have to fork out for an expensive PC as we'll loan you an ITV Active box and remote keyboard free of charge.

Once your ITV Active box is connected to your TV and telephone socket, you just press the WWW button on your free remote keyboard and the internet appears on your TV.

We've made it all really easy too; because the ITV Active home page can take you straight to all sorts of useful sites, letting you shop online at Tesco.com, browse for books at Waterstone's and order pizza online from Dominos.

If you want to, you can even watch telly while you surf the internet, so there's no need to miss a moment of Corrie. And who could say no to sending out for pizza while you're watching the big match on the ITV Sport Channel.



ITV Active – Surfing made simple

- Surf millions of sites from your sofa, search for information and shop online
- You don't need a PC – just the free ITV Active box and keyboard while you subscribe
- Send and receive emails with ITV Active. It's even easy to send voice messages and home video grabs
- Costs from just £5 per month, plus calls from 1p per minute off-peak and 2p per minute peak for BT customers††
- Soon you'll be able to play along with your favourite TV game shows, chat with screen stars and even download mobile phone ring tones

order the essentials Online



First things first

So, that's us in a nutshell... well in a brochure. If we've convinced you and you want to sign up to ITV Digital, just speak to one of the staff and ask for the free loan of an ITV Digital box, or if you're feeling generous, treat yourself to a digital television.

Whichever option you go with, you just know you're going to be watching better television in next to no time. And hassle free.

And now, the main points again...

If you've just flicked through this leaflet looking for a run down of all the main points, then this is what you're looking for.

- Free loan of an ITV Digital box and receive up to 15 free-to-view channels and any six available Primary channels for £9.99 a month.
- There's no waiting for installation and you don't need a dish – just connect your ITV Digital box to your existing TV and a normal aerial.
- £5 more every month could give you access to millions of websites through your TV with ITV Active.
- We bring you access to up to 50 of the best channels available, and make it easy to pay for just the ones you want to watch.

At ITV Digital, we want to make watching TV more enjoyable and entertaining than ever before – not more complicated. So if there's anything at all we haven't made clear, just ask in-store or call us on 0808 100 0101 and we'll be pleased to explain.





Images courtesy of: You've Got Mail, Shakespeare in Love, Fight Club and Runaway Bride courtesy of Sky Premier; Ali G, Friends and Ally McBeal courtesy of E4; Cow and Chicken courtesy of Cartoon Network; Robbie Williams and Britney Spears courtesy of MTV; Coronation Street courtesy of ITV; all sports images courtesy of Allsport; The Simpsons courtesy of Sky One; Rugrats courtesy of Nickelodeon; Royle Family courtesy of UK Gold.

ITV Digital Important Information:

All programmes and channels are available subject to coverage and may be changed from time to time. Information correct at time of going to press (07/01).

ITV Digital box and ITV Active Box are provided on a free loan while you subscribe. Minimum subscription term of 12 months applies. Not available to non-domestic customers (pubs, clubs etc.). Separate commercial packages are available – contact ITV Digital for details. Subject to status. Channel hours may vary. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade fee of £40 will be payable if required. See contract for Standard Aerial Upgrade policy. Standard Aerial Upgrade not available to Digital Television subscribers who do not enter into a 12 month minimum term ITV Digital Subscription Agreement. ITV Digital is not responsible for the functionality of Digital Televisions. ITV Digital and/or ITV Active boxes must be returned or will be collected by ITV Digital if subscription contract terminates. ITV Active requires connection, when in use, to a fixed telephone line. Subscription is £8 per month or £5 per month while you are also subscribing to ITV Digital. Call charges also apply. Credit/debit card details may be taken as security. For further details, please call ITV Digital free on 0808 100 0101 (calls may be recorded) or write to ITV Digital Customer Service, PO Box 4, Plymouth PL1 3XU. © ITV Digital 2001. Registered Office ITV Digital plc, 346 Queenstown Road, London SW8 4DG. Registered Number 3302715.

29th October 2001

Dear Mr [REDACTED]

Welcome to ITV Digital. The enclosed pack gives you details of the great services ITV Digital has to offer and how to make the most of them.

You have chosen the following channels as your prepaid package.

Carlton Cinema, Discovery Kids/Wings, UK Horizons, Granada Plus, Sky One, UK Gold

Did you know, for only £3 a month more, you could receive another ten of our Primary channels. You can choose to take a combination of our Premium channels.

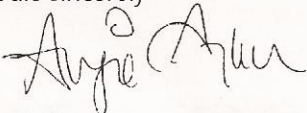
From August, a great new Premium channel became available to ITV Digital customers. The ITV Sport Channel brings you unrivalled action from the UEFA Champions League, Nationwide Football League and the Worthington Cup. There's also extensive highlights, analysis and live pay-per-view coverage of the FA Barclaycard Premiership on our new pay-per-view service, ITV Sport Select.

Don't forget to keep up-to-date with all the latest goings on in our great new weekly TV Guide, TV7. It brings you listings for every digital channel, exclusive interviews, competitions and special offers not available anywhere else for only 39p a copy (£1.69 a month). Please call us to arrange delivery of your first four free issues.

We aim to make digital television easy and enjoyable for you, so please let us know if you think we can improve our services. You could help us now by filling in our enclosed questionnaire. It will only take a few moments and you could win a brand new Smart Car!

Remember, you can add channels to your subscription at any time, so why not open up this pack and look through all of the available channels on ITV Digital? You may find you're missing out on something.....

Yours sincerely



Angie Ryan
Director of Customer Services

Enjoy everything
we have to offer



A complete guide to make sure you're getting the most from ITV Digital

All you need to enjoy more great TV

Welcome to ITV Digital. It's our aim to bring you the very best entertainment, in the easiest, most enjoyable way. In this booklet you'll find a brief description of all of our channels and services along with a special offer (so keep an eye out).

But before we go any further, let's make sure you've set up your ITV Digital box.

Step 1 – Set up your box

Connect your ITV Digital box using the Set Up guide enclosed (that's the booklet that has "No mess, no fuss..." on the front). It's very simple and shouldn't take long.

Step 2 – Your channels

Your channels are divided into: Free, Primary and Premium channels:

Free

These are all your favourite channels – BBC1, BBC2, ITV, Channel 4 and Channel 5 – available to you with digital quality picture and sound. There's also a host of other digital channels, ranging from 24 hour news to travel, text services and shopping – and you'll get all of these completely free.

Primary

You've already prepaid for 6 channels for 12 months, so you just need to let us know which 6 you want. Why not upgrade to all the available Primary channels – that's another 10 channels for only £3 extra a month?

Premium

As well as our Primary channels you can also choose as many Premium channels as you want. These include the very best film and sports channels available. If you want to see just how good they are, why not take advantage of our introductory offer – get FilmFour and any one Sky Premium channel for just £1 each in your first month? See the back cover of this brochure for our standard Premium channel rates.

Step 3 – Additional services

You'll also need to let us know if you'd like to use ITV Select or ITV Active.

ITV Select (previously ONrequest)

Our pay-per-view entertainment service showing movies and events. Everyday you can choose to watch some of the latest and greatest Hollywood blockbusters. Check out ITV Select at the back of this leaflet.

ITV Active

Interactive services direct from your TV from the comfort of your living room - everything from interacting with live programmes and shopping to email and internet access. But more about that later.

Step 4 – Call the hotline number

So you're all connected and you've chosen which channels you want. Now all you need to do is call our hotline number on 0870 600 8686 to activate your subscription and start watching. When you call you'll be asked for your channel choice and whether you'd like to use our additional services. We'll also need a few details so please have the following to hand:

- Your account number (which is printed on your customer agreement)
- Your prepaid number (printed on a label at the back of your Set Up guide)
- Your smartcard number (found on the back of your smartcard)


Step 5 – Fill out your agreement form

Finally, if you've been given ITV Digital as a gift, you're adding Primary or Premium channels, or think you might want to use any of our other services, you'll need to fill out the agreement form (you'll find this at the back of this pack) and return it to us in the envelope provided.

Take a minute to look through everything we've got to offer.

Here they all are, in no particular order, but they all share one thing, they're all great channels.

ITV Digital gives you access to these free-to-view channels:

 <p>An entertaining mix of programmes including drama, journalism, news, documentaries, comedy and entertainment.*</p>	 <p>Diverse programming on subjects which captivate, inspire and stimulate, as well as original comedy with a real edge.*</p>	 <p>A refreshing mix of witty and irreverent original programmes and unexpected theme nights that you won't see anywhere else.*</p>	 <p>Round the clock news from the BBC, with headlines every 15 minutes and live coverage of events as they happen around the world.*</p>	 <p>With its stimulating mix of factual content takes you further into the topics that really interest you.*</p>	 <p>With live, uninterrupted and unmediated coverage of the House of Commons and 'recorded as live' coverage of the House of Lords.*</p>	 <p>Great graphics and information, from today's news headlines to share prices in Japan. Quick and easy to find your way around. ***</p>	 <p>All your traditional favourites, now utterly transformed by digital technology.</p>
 <p>A channel for England and Wales with a different view – younger, fresher and sportier. ** (Not available on satellite)</p>	 <p>Northern Ireland's digital terrestrial channel. **</p>	 <p>More sport, more dramas, more entertainment and a whole lot more choice. ** (Not available on satellite)</p>	 <p>It's alternative, edgy, risky, innovative – and now Channel 4 has gone digital.</p>	 <p>A lively terrestrial channel with better UK-wide coverage than ever before.</p>	 <p>Clearer text, web-style graphics, faster, easier... it's definitely not the Teletext you know. ***</p>	 <p>Offers up to date information and programme listings for ITV channels whilst keeping the TV picture permanently in view.</p>	 <p>With the launch of the ITN News Channel you can enjoy the latest news from home and abroad as it breaks each morning.</p>
 <p>The high street on your TV. Shop from your sofa with this channel.</p>	 <p>TV Travel Shop, has exclusive holiday offers from all the major tour operators.</p>	 <p>It gives programme details and times for the current and following day for Channel 4 and FilmFour. ***</p>	 <p>Provides an hour of Gaelic programmes every day, including cartoons, documentaries, religious services and music shows. †</p>	 <p>Home-grown programming for Wales, 12 hours a day. ††</p>	 <p>S4C2 is a bi-lingual service, broadcasting live debates from the National Assembly for Wales whenever the Assembly is in session. ††</p>	<p>* BBC services are not subscription and are available as part of the licence fee. BBC Parliament – audio only. ** ITV2 available in England and Wales, UTV2 available in Northern Ireland and S2 available in Scotland. *** Digital text services not currently available through all STBs. † TeleG only available in Scotland. †† S4C and S4C2 only available in Wales.</p>	

Choose any six or enjoy all of these great ITV Digital Primary channels:

 <p>A very popular channel, featuring favourites like The Simpsons.</p>	 <p>The UK's only music and comedy channel. Featuring current sounds and the best in cult comedy.</p>	 <p>The very best of British comedy and drama.</p>	 <p>Inspirational ideas for gardens, homes, travel and food all courtesy of your favourite personalities.</p>	 <p>Stimulating factual entertainment, from documentaries to science and natural history.</p>	 <p>From golden greats to contemporary classics, Carlton Cinema has something for everyone.</p>	 <p>Bursting with the coolest cartoons and best live action comedy and drama. Includes Sabrina the Teenage Witch, Rugrats and Hey Arnold!</p>	 <p>Comedy is Paramount. The only channel dedicated to bringing you outstanding comedy from both sides of the Atlantic.</p>
 <p>The new entertainment channel from Channel 4, bringing you the best entertainment from the UK, US and the rest of the world.</p>	 <p>The Best Place For Cartoons – 24 hours a day. Catch Tom & Jerry, Scooby-Doo plus new stars The Powerpuff Girls and Dragonball Z.</p>	 <p>The number one music channel, delivering the biggest hits, the biggest stars and exclusives that count.</p>	 <p>Top class international sport including live action from WTA/ATP Tennis, World Athletics Championships, Motorcycling Grand Prix and World Superbikes.</p>	 <p>Food to inspire you. Take 40 top chefs, mix with passion and invention, and what have you got? The perfect food TV channel.</p>	 <p>The TV channel that's tuned into women with everything to help you get the most out of your life.</p>	 <p>Men & Motors, with its fast cars, fast bikes and fast women, it's certain to get viewers hot under bonnet.</p>	 <p>Hit comedies, dramas, action adventures and soaps from around the world.</p>
 <p>Adventure and entertainment designed to enlighten kids about the world around them.</p>	 <p>The sky's the limit on Discovery Wings – a channel devoted to flight, aviation and space travel.</p>	 <p>A channel devoted to your wellbeing from Boots and Granada.</p>	 <p>A brand new games service with a range of logic and puzzle games. Play all day everyday to perfect your skills and get your highest score.</p>				

For an extra cost each month you can also subscribe to any of these ITV Digital Premium channels by direct debit or credit card:

 <p>A premier film and entertainment channel. It offers the best in quality film and entertainment – guaranteed.</p>	 <p>Action, action and more action. Sci-Fi, thrillers, martial arts, comedies...</p>	 <p>The best in modern, independent cinema. Great British films, premieres of FilmFour productions and influential films from around the world.</p>	 <p>The home of the FA Premiership. All the action from the Scottish Premier league plus much more.</p>	 <p>Top quality live sports action from International Rugby and England's overseas test matches to the US Open.</p>	 <p>A real bonus for Sky Sports fans! Live action ranging from American Football through to WWF wrestling.</p>	 <p>Exclusive action from the UEFA Champion's League, Worthington Cup and Nationwide Football League.</p>	 <p>Live pay-per-view matches from the FA Barclaycard Premiership and Nationwide Football League.</p>
--	---	--	--	--	--	--	--

Extra services

These are all available to you regardless of the channels you subscribe to.

ITV Select

Simple but brilliant, a pay-per-view entertainment service which brings you some of our first broadcasts (often premieres on British TV) of some of the latest Hollywood movies and special events.

We've made ordering easy - it's just a few clicks on your remote - so you can avoid the hassle of going to the video shop (and the late fines)! And you only pay for what you order so there's no commitment or monthly subscription charges.

Create the cinema experience in your living room with movies showing throughout the day and selected performances in widescreen and stunning surround sound.

ITV Active

We're all aware that there's a great big world-wide web out there and in our opinion the best way to explore it is from your favourite armchair.

So we've introduced ITV Active, which lets you surf millions of websites, do your grocery shopping at Tesco.com, and send and receive emails. Soon you'll also be able to interact with your favourite TV shows. It's easy to set up, it's all through your TV, and only costs £5 a month for ITV Digital customers.

And finally...

Now that's all the reading over with it's time to enjoy the best that TV has to offer. If any of the below apply to you, don't forget to send us your agreement form, which you'll find in this pack.

- You've been given ITV Digital as a gift
- You'd like to take all Primary channels or any of our Premium channels
- You'd like to subscribe to ITV Active or use ITV Select

We hope you'll enjoy ITV Digital. Remember help is always at hand, so if you ever feel you need to talk to us, just call our Customer Services team on 0870 600 9696.*

*Calls may be monitored or recorded to ensure we give the best possible service. Calls are charged at national rate.



Current standard rates are: any one Sky Premium channel at £12 per month; two cost £16 per month; three cost £19 per month and four cost £21 per month. (Sky Sports 3 is supplied with Sky Sports 1 or 2 where available). FilmFour is £5.99 per month. The Adult Channel is £7.99 per month. Television X: The Fantasy Channel is £7.99 a month. Initial one off payment of £12. Minimum subscription period 12 months. Television X: The Fantasy Channel is not available in Wales. You can only make your choice of discounted Premium channels once, i.e you cannot change your choice during the discounted month other than to increase the number of Primary channels.

This offer may not be combined with any other offer. ITV Sport Channel costs £6.99 per month. ITV Sport Channel together with ITV Sport Select costs £9.99 per month.

So can my
ITV Digital box
do anything else?



contents

All this great stuff...

- 3 What's interactive?
- 4 Interactive TV programmes
- 6 Interactive sport
- 7 Games
- 8 Movies with ITV Select
- 10 Digital Text
- 12 ITV Active - Internet through your TV
- 14 Useful info

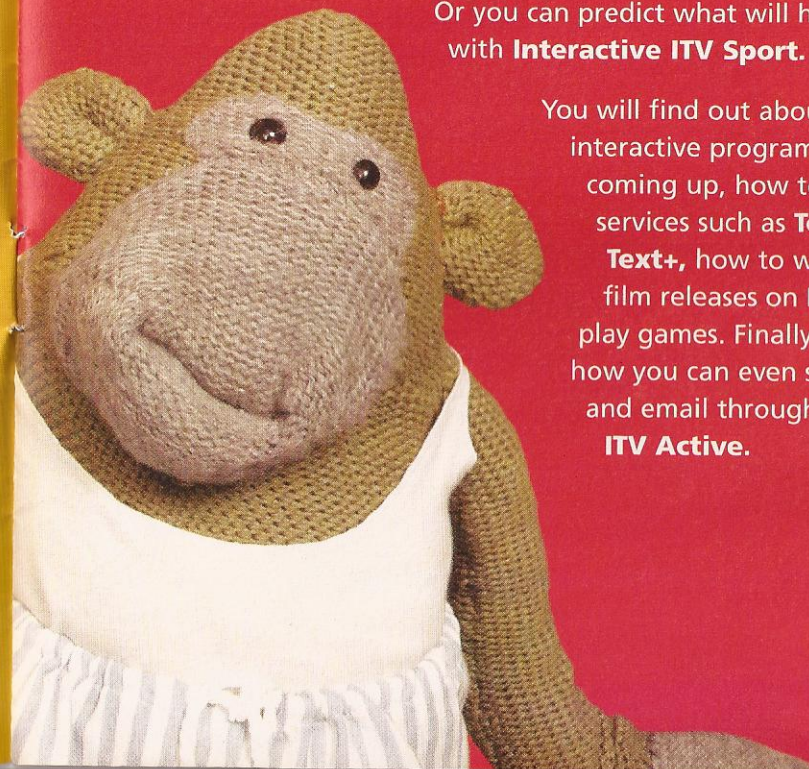


Right, so what's this interactive stuff all about?

There are loads of fun and useful services available through your ITV Digital box, that you might not be aware of. This booklet tells you all about them without blinding you with technology, to help you get more out of your TV.

For instance, did you know that you can pit your wits interactively alongside the real contestants on **Who Wants To Be A Millionaire?** Or you can predict what will happen with **Interactive ITV Sport**.

You will find out about the exciting interactive programmes we've got coming up, how to use information services such as **Teletext** and **ITV Text+**, how to watch the latest film releases on **ITV Select** and play games. Finally take a look at how you can even surf the internet and email through your TV with **ITV Active**.



So, can I play along with TV programmes?

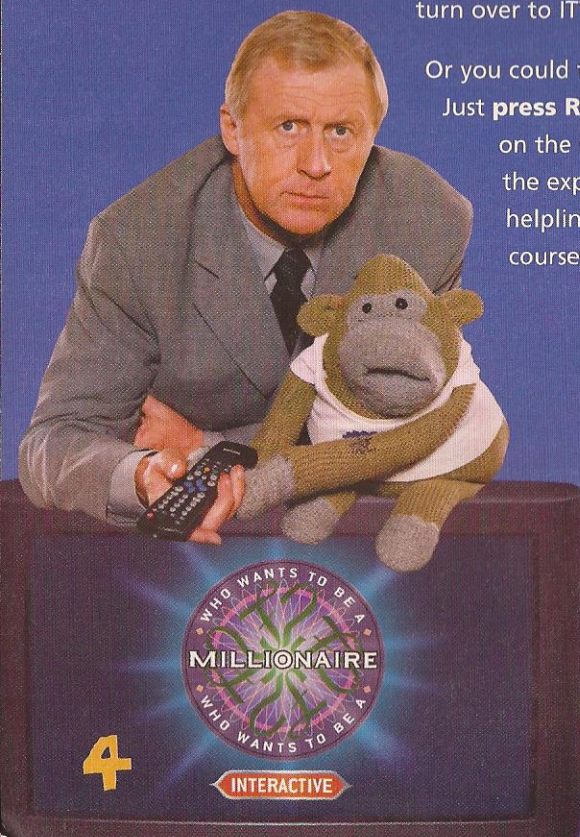
Yes, that's right. Whenever ITV1 is showing *Who Wants To Be A Millionaire?* ITV2 will broadcast the interactive version, so you can play along!

You will see the same questions the contestant does. Just press 1, 2, 3, or 4 on your ITV Digital remote control to answer. You will be playing against the clock so be quick. You score points for each right answer, alongside the contestants.

Collect enough points by the end of the game and you can enter a prize draw. It's brand new and exclusive to ITV Digital* – turn over to ITV2 and find out more and start playing.

Or you could try interactive **This Morning** on ITV1.

Just **press RED** while watching to get information on the show, including recipes and advice from the experts. Also, **press YELLOW** to get helpline information and details on relevant courses from Learndirect.

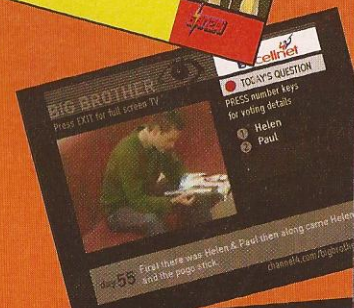
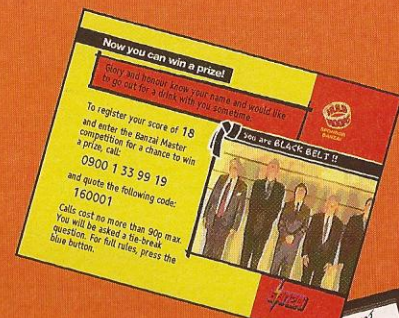
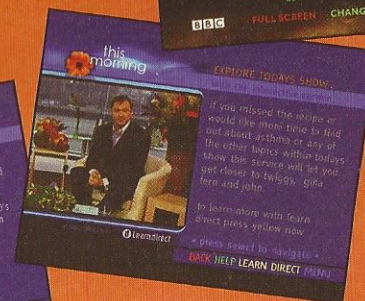
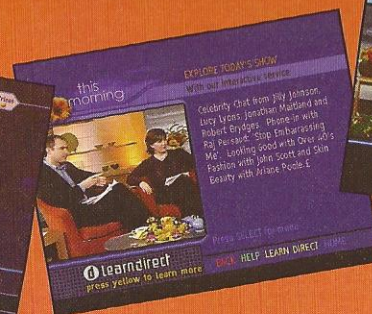
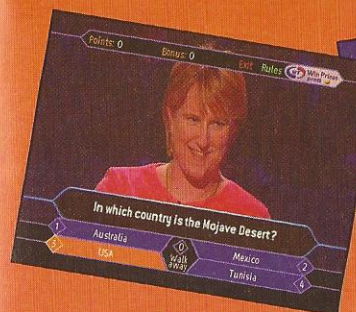


*And Digital Terrestrial Television.

Banzai, the successful spoof Japanese betting game show, is back on E4 (and will be showing on Channel 4 in February). On ITV Digital you can play along with the show, placing bets on the show's increasingly bizarre scenarios. See whether you're black belt material by predicting the outcome and you could become the Banzai Master!

The latest jaw-dropping BBC series, **Walking with Beasts**, is now interactive. Walk with beasts like the Mammoth and the Sabre-toothed cat and as you do, **press RED** on your remote control to find out even more fascinating details – when they lived and what their world was like. See the extra information on your TV while you watch the programme, so you don't need to miss the fantastic special effects.

All interactive programmes have a **HELP** feature – should you need it.



Images supplied courtesy of Channel 4, BBCi, Celador and Carlton Active.

Can I get more out of the game when I'm watching football?

ITV Digital has the best football. And now you can enjoy fantastic new interactive services for many of your favourite matches.

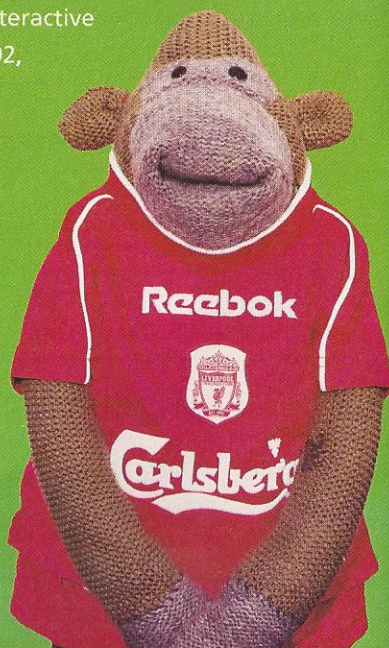
Press RED on your remote control when the prompt appears on screen, and get the latest results, sports and football news, fixture lists and league tables.

Or try some great interactive games in association with Littlewoods – like **Predictor**. Answer the questions with your predictions at the start of the match, and again at half time. If you get enough predictions right during the game, you can win a replica football shirt and tickets to some top games!

Last year, the BBC brought you interactive **Wimbledon** and **Golf**. Plus in 2002, BBCi is also launching **FA Cup Interactive**, and a range of other interactive sport events.

Interactive viewing gives sport coverage a new layer of detail – dive in and out of the information, take part in quizzes, find out player information and just get more involved.

Look out for the **Press RED** prompt on your favourite sports.



6

Images courtesy of Allsport, ARR, Carlton Active and BBCi.

How do I keep Al's nephew quiet when he visits?

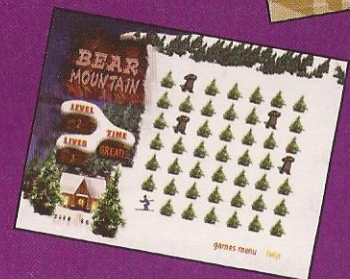
Well how about some interactive games from ITV Digital – that'll keep him quiet!

There are great games on ITV Digital, so the kids and Al don't get bored. We've had Strategy games like Tom and Jerry, Quizzes, Skill games and Card games such as Poker.

And the best bit is that all these games are available free as part of your basic ITV Digital subscription.

At the moment there's **Ski Bob**, a game of skill, and **Aqueduct**, a strategy game on your TV. Watch out for more exciting games in 2002.

Keep an eye out for information about new releases in TV7.



*These games have been previously featured on ITV Digital.

7

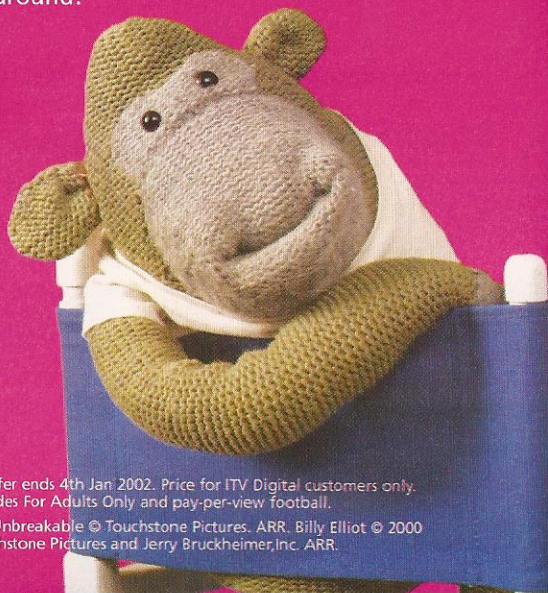
What if I want to watch the latest movies?

ITV Select will keep you in movies all through the day. A pay-per-view service, you only pay for what you order so there's no commitment or monthly subscription charge.

Movies are scheduled throughout the day, so you will always find a showing to suit you. ITV Select is on channels 50-55, broadcasting great movie premiers on ITV Digital like **Unbreakable**, **Billy Elliot** and **Coyote Ugly**.

So with the latest movies direct to your TV, that'll be the end of cold winter nights spent queuing, empty shelves at the video shop and late fees.

And as a seasonal extra our **Unreal Movie Deal** means that throughout Christmas we're offering any of our movies for just £1.99* making them the best value blockbusters around!



*You must order through your remote control. Offer ends 4th Jan 2002. Price for ITV Digital customers only. Non ITV Digital customers pay £2.99. Offer excludes For Adults Only and pay-per-view football.
Bedazzled © 2000 Twentieth Century Fox. ARR. Unbreakable © Touchstone Pictures. ARR. Billy Elliot © 2000 Universal Studios. ARR. Coyote Ugly © 2000 Touchstone Pictures and Jerry Bruckheimer, Inc. ARR.

What other entertainment does ITV Select offer?

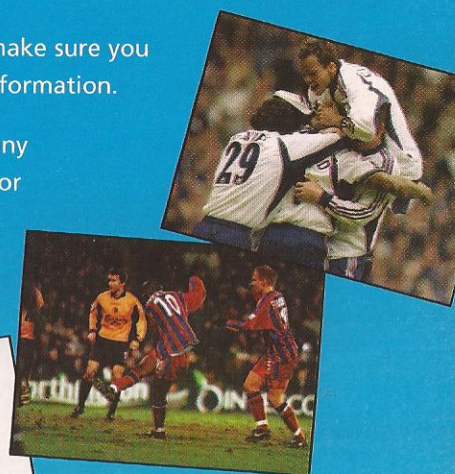
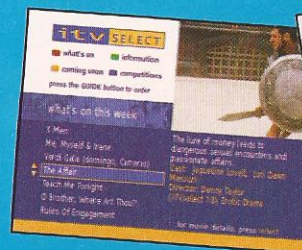
For Adults Only – available exclusively through ITV Select, For Adults Only brings you pay-per-view adult entertainment.

Ordering is quick, easy and discreet, through your remote – you simply pay for what you order, and the film will appear anonymously as an ITV Select 18 movie on your statement. There's a variety of adult entertainment to choose from on channels 56 and 57, showing the best UK, American and Continental adult programmes and movies from just £3.99. Or you can purchase Nightly Tickets for just £5.99,* so you can watch the entire night's programming with just one single order.

ITV Sport Select – this season's live pay-per-view **Premiership** matches can be purchased on an individual basis through **ITV Sport Select** on channel 98.

To enjoy such great pay-per-view entertainment, make sure you have the latest software – see page 14 for more information.

You'll need to know your Parental Code to order any ITV Select 12, 15 or 18 rated movie – see page 15 for more details.



*Non ITV Digital Customers pay £1 extra. Images courtesy of Allsport. ARR.

How do I get the latest news and other useful info?

Sports results, news headlines, lottery numbers, TV information and lots more can be found on the wide range of information services available.

These are easy to use, look great, and cover a wide selection of subjects. On some, you can still watch TV while looking up the latest stuff. All of these services are available 24hrs a day, as part of your basic ITV Digital subscription.

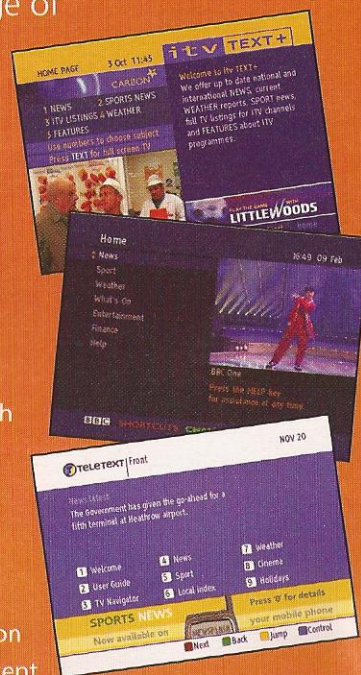
ITV Text+ – go to channel 16 and press TEXT. You'll find the latest national and regional news, weather, sport, ITV Listings and ITV programme highlights, all while you watch your favourite ITV programme.

BBCi Text – from the latest news headlines to entertainment and finance news, TV Listings and sport. Press TEXT from any BBC channel.

Coming soon the BBCi bar will provide extra information on the programme you're watching, links to related BBC content and the latest news, sport, weather and national lottery headlines.

Teletext – this service takes Teletext to a new dimension. Simple to use, it's full of useful information, news, betting and some fantastic bargain holidays. Go to channel 9 and press TEXT.

Four Text – the new digital text service which compliments Channel 4's three channels (Channel 4, Film Four and E4). Expect to see show highlights, previews, listings and more. To access FourText, press TEXT from channels 4, 41 and 42.

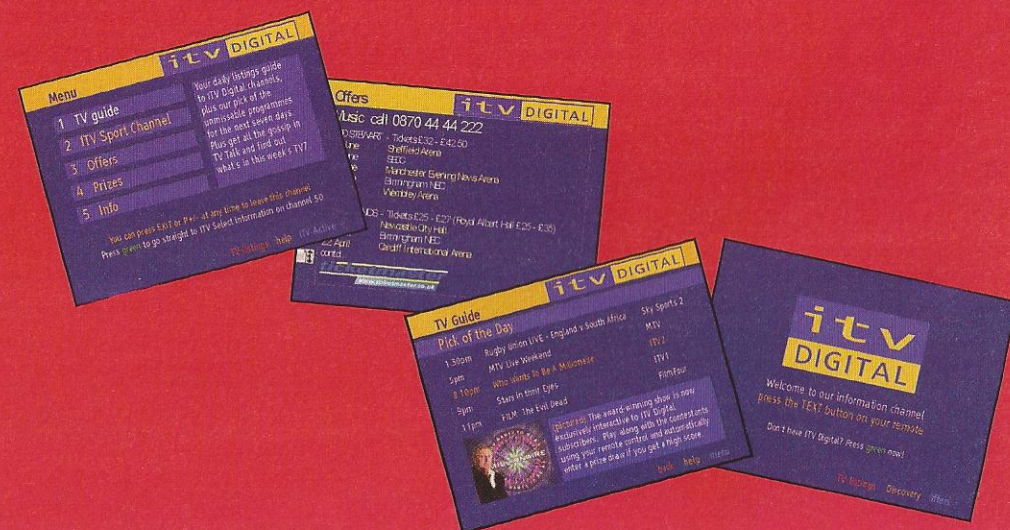


What's the ITV Digital information channel?

Want to know what's on TV tonight? Fancy winning a great prize? Or want to take advantage of some fantastic money-saving deals?

Go to channel 88 and take a look at:

- ★ TV Guide – today's listings for ITV Digital channels
- ★ Everything you need to know about the ITV Sport Channel
- ★ The latest special offers and deals
- ★ Competitions to win football tickets, prizes and goodies like videos and DVDs
- ★ Customer Service information, plus all the latest news on ITV Digital's products and services.



What about the internet through your TV?

Take the next step with ITV Active.

ITV Active lets you to do things through your TV that you never thought possible – shopping, banking,* betting, playing games and firing off emails to your friends. Essentially, it's the internet through your TV.

Visit millions of websites, gossip online and do your weekly shop at Tesco all through your TV. And with picture-in-picture, you can watch TV while you surf.

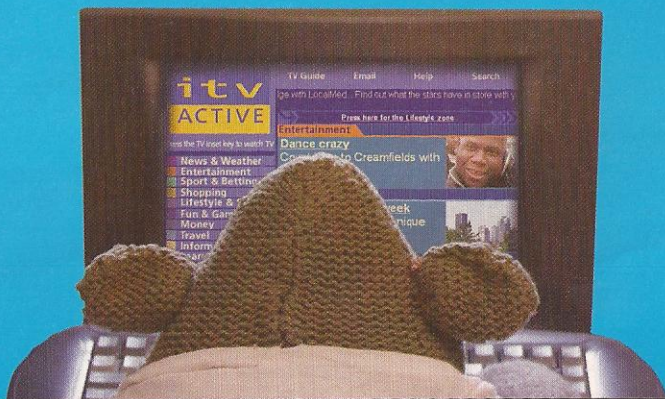
ITV Active is great for shopping from home. With over 100 household names like WHSmith, Tesco and Lastminute.com available on your TV, it's the high street in your front room.

Football is even more exciting! You can tell other football fans just what you think of the game by sending in your comments and seeing them on TV. You can see breaking match results and bet on the action as it happens.

Don't just watch your favourite programmes, have your say with other viewers, vote, and soon play gameshows online. So, if you want to get more out of Corrie or want to play Who Wants To Be A Millionaire? get ITV Active.

*Banking services currently limited to viewing balance and statements for most of the main high street banks.
Carl Cox photograph: © Rex Features. ARR.

12



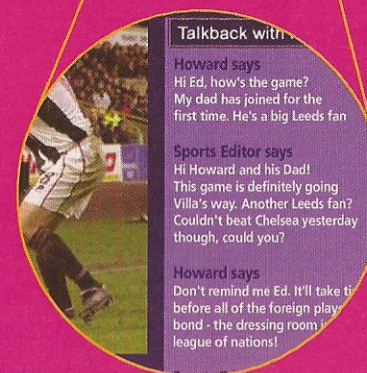
What do I get?

With ITV Active you get the internet, 5 email addresses, games, parental control, safer shopping from leading names, and more through your TV from £5 a month.

ITV Active works with a TV and plugs into a phoneline. Subscribe to the service for just £5 a month*, and you'll get a small box and cordless keyboard, (so you can use it pretty much anywhere in your living-room). And there are parental controls too, to help stop your kids seeing unsuitable material.

We'll deliver the free box, keyboard and simple set-up instructions and you'll be surfing the internet on your TV in no time.

Call now on **0808 100 0101**



13

*£8 per month if you do not subscribe to ITV Digital.

Anything else I might need to know?

Is this interactive stuff easy to use?

The following buttons are used on interactive services:

TEXT – this brings up any of the Information and text services on ITV Digital. Also, this button takes you to Digital Text service from any of the channels available from Channel 4 or the BBC.

RED – press RED to bring up the interactive screens on programmes such as The Premiership and Walking with Beasts.

COLOUR BUTTONS – they take you to different parts of a service. Look for coloured text along the bottom of the screen and press the corresponding button. Sometimes, pressing a button will bring up a list – press the UP and DOWN arrow buttons and the SELECT button to choose.

ARROW KEYS and SELECT – to choose an item, move to it and press SELECT

NUMBER BUTTONS – these can also be used to make selections. If you see a number next to an option, press the corresponding key. For example, these buttons are used to choose your answers on Who Wants To Be A Millionaire?

EXIT – press this button to leave an interactive service. Pressing the Programme + - buttons to change channel will also make an application disappear.

How do I get interactive Who Wants To Be A Millionaire?

Just switch over to ITV2, wait for the prompt and press the RED button. You will need to load the Millionaire game by pressing standby on your remote control for three seconds, release and then press standby again, you are ready to play.

Do I need to upgrade the software in my box?

You may need to. It's essential this is done regularly to ensure your box works correctly with the latest interactive services. Your ITV Digital box will soon have a new feature by which it can update itself. If you see a prompt to do this, follow the on screen instructions.

To upgrade now, press MENU on your ITV Digital remote control, then select option 7 – Technical Information, then option 3 – Auto Update. This will take a few minutes to complete. If your box displays Update Error you already have the latest software.

Also, do you have the latest channel line up? Check this with our add channels function. Select MENU on your ITV Digital remote control, select option 5 Getting Started and then option 3 Add channels.

What is my Parental code?

This code is needed when you want to order an ITV Select movie or update certain features on your ITV Digital box. If you're not sure what this number is and need to use it, contact ITV Digital customer services.

Can I receive all these services on an integrated digital TV?

Most of the services in this guide work on an integrated digital TV (DTV)*. However, there are a few things that only work with an ITV Digital box, or look slightly different on a DTV.

Unfortunately, our games channel and ITV Select only work with an ITV Digital box. We are working to change this, and we will keep you posted on further developments as they happen.

How do I plug in my phone line?

We advise you to do this so you can simply order ITV Select films with your remote control. It will also mean you are ready to start using some great new interactive features coming up in the future. If you still have the phone lead that came with your box, plug this into the back of your ITV Digital Box in the Modem socket and put the other end into your phone socket, and get your movie.

Do I need any extra equipment to receive these services?

Everything, except ITV Active, is received through your TV aerial. So all you need is ITV Digital, your remote control and a TV. If you want all the extra benefits of internet access and email through your TV, then we will send you everything you need to get online with ITV Active.

Useful Contacts

ITV Select – to order a movie use your remote control or call the number shown on the screen.

If you have any questions or problems with any of our services please call us on **0870 600 9696**

*At time of printing Sony iDTV sets do not support interactive Who Wants To Be A Millionaire? However this should soon be available.

Look at your TV in a completely different way with ITV Active

To get more out of your telly – more excitement,
more entertainment – go interactive with ITV Active.

- * Email family and friends – no need to buy a PC
- * Surf millions of websites
- * Do your weekly shop with Tesco – no waiting, no hassle
- * Soon you'll be able to play Who Wants To Be A Millionaire? online!
- * Great value – from £5 a month for ITV Digital customers
- * Low call charges from only 1p per minute
- * A box the size of a paperback book – simply plugs into your existing TV and a phoneline – free while you subscribe
- * Full size infrared cordless keyboard – interact all over the living room

To get ITV Active call now on
0808 100 0101



Important information: ITV Digital is available subject to coverage, status and terms. ITV Active is available subject to status, terms and a 12 month minimum term. Subscription costs from £5 per month for ITV Digital subscribers and call charges will be incurred when using the service. ITV Active box and keyboard provided on free loan while you subscribe and a phone line is required. MHEG services may be limited by the use of subtitles.

©ITV Digital 2001. Registered Office: ITV Digital plc, 346 Queenstown Road, London SW8 4DG. Registered Number 3302715.

Good Homes Wanted

must have ITV digital



Dixons

itv
DIGITAL

Why choose ITV Digital?

- Free ITV Digital box while you subscribe.
- No dish, no cable, no fuss.
- Up to 50 of the best channels available.
- Over 700 movies each month.
- The new home of football with ITV Sport Channel and Sky Sports 1, 2 and 3.
- ITV Select brings you pay-per-view entertainment.
- Internet access through your TV with ITV Active.*

Pick up ITV Digital and start watching today.

choose one of these 4 offers to get your free Monkey and start watching ITV Digital today

All the Primary channels +

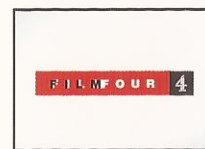
Exclusive action from the UEFA Champions League, Nationwide Football League and Worthington Cup, featuring more than 130 top quality matches per season.



£20.99 per month

All the Primary channels +

Over 120 different films every month including the best of British, quality Hollywood and controversial classics.



£19.99 per month

All the Primary channels +

A premier film and entertainment channel. It offers some of the best in quality film and entertainment.



£26.00 per month

All the Primary channels +

Action, action and more action. Sci-fi, thrillers, martial arts, comedies. A 24-hour contemporary movie channel.



£26.00 per month

Our Primary channels include the most entertaining channels on Digital TV, such as Sky One, MTV, E4, British Eurosport, UK Gold, Carlton Cinema, Discovery Channel, Cartoon Network and Nickelodeon.

Once you've taken out your 12 month subscription to one of these four offers, we will send you your free Monkey. Please bear with us during the standard 28 day delivery period and help us to speed this up by activating your ITV Digital box as soon as you get home. **This offer runs from 7th November to the 26th December 2001 while stocks last.** A standard £25 connection fee is payable with your first month's subscription.

Free Monkey

when you subscribe to
ITV Digital with the
ITV Sport channel or
one of our Premium
movie channels



Read on to discover what great TV you
could be watching soon....

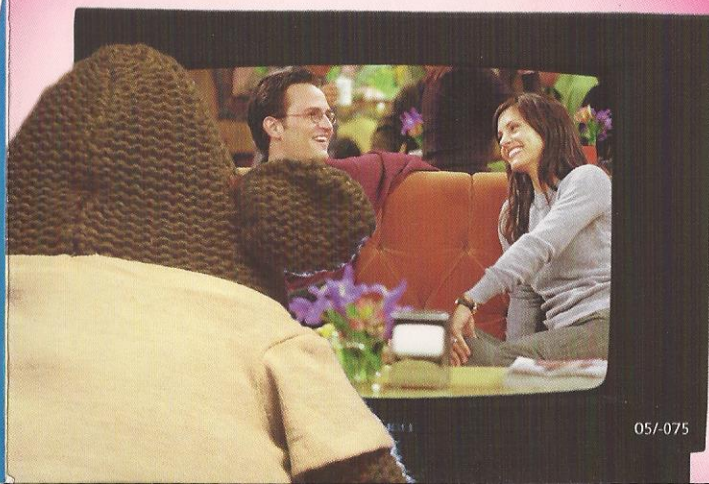
Images courtesy of: Coyote Ugly © 2000 Touchstone Pictures and Jerry Brickheimer Inc. ARR; Gladiator courtesy of Sky Premier; football image courtesy of Allsport; Mission Impossible 2 courtesy of Sky Premier; Friends courtesy of E4; Coronation Street courtesy of ITV; Bedazzled © Twentieth Century Fox ARR; Billy Elliot © 2000 Universal Studios ARR; The Simpsons courtesy of Sky One.

Retail Customer Monkey Offer

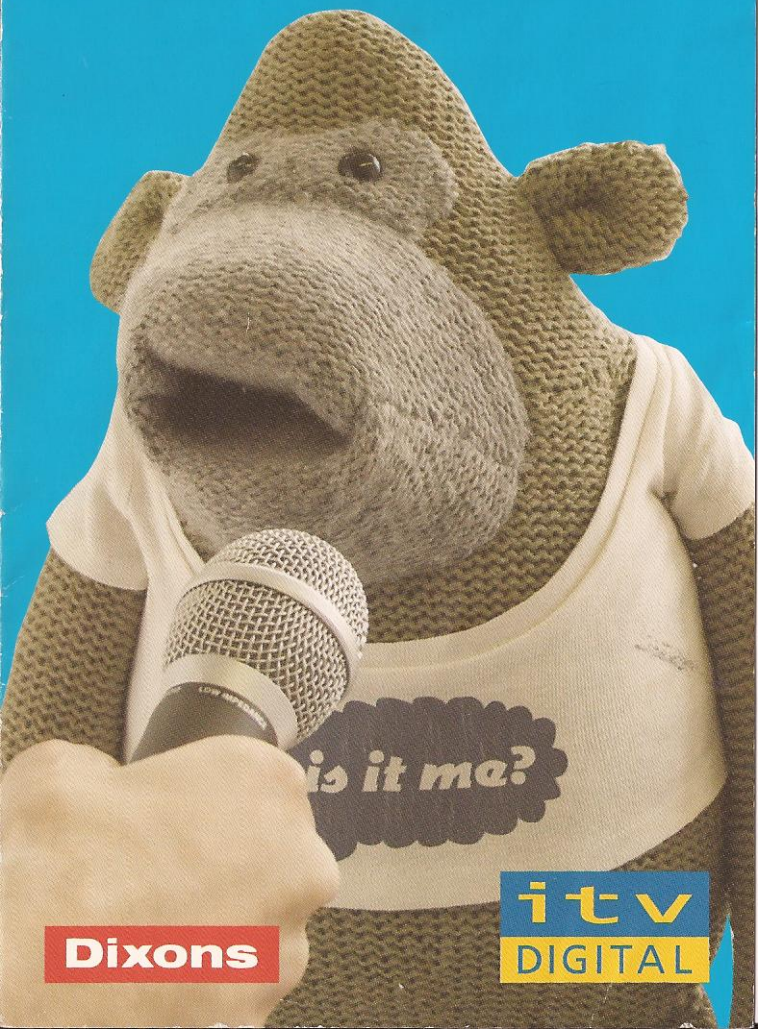
ITV Digital is available subject to status, terms and coverage. New customers to ITV Digital who subscribe to all available Primary channels and ITV Sport Channel or FilmFour or Sky Premier or Sky MovieMax between 7th November 2001 and 26th December 2001 for 12 months could receive, subject to availability, a replica monkey within 28 days of activation (supplied with t-shirt only). ITV Digital box provided on free loan while you subscribe. £25 connection fee applies and a £25 Standard Aerial Upgrade fee will be payable if required.

ITV Digital Important Information:

All programmes and channels are available subject to coverage and may be changed from time to time. Information correct at time of going to press (10/01). £25 connection fee applies. ITV Digital box and ITV Active box are provided on free loan while you subscribe. Minimum subscription term of 12 months applies. Not available to non-domestic customers (pubs, clubs etc.). Separate commercial packages are available contact ITV Digital for details. Subject to status. Channel hours may vary. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade fee of £25 will be payable if required. See contract for Standard Aerial Upgrade policy. Standard Aerial Upgrade not available to Digital Television subscribers who do not enter into a 12 month minimum term ITV Digital Subscription Agreement. Some services are not available on certain types of digital television. ITV Digital and/ or ITV Active boxes must be returned or will be collected by ITV Digital if subscription contract terminates. ITV Active requires connection, when in use, to a fixed telephone line. Subscription £5 per month while you are also subscribing to ITV Digital. Call charges apply. Credit/debit card details may be taken as security. For further details, please call ITV Digital free on 0800 100 0101 (calls may be recorded) or write to ITV Digital Customer Service, PO Box 4, Plymouth PL1 3XU. © ITV Digital 2001. Registered Office ITV Digital plc, 346 Queenstown Road, London SW8 4DG. Registered Number 3302715.



"ITV Digital
Great entertainment,
and very simple
(like my friend Al)"



Dixons

itv
DIGITAL

ITV Digital - all you need for more TV

You just plug an ITV Digital box into both your aerial socket and TV and all these great channels could be yours. You really could be watching today and what's more the ITV Digital box is free while you subscribe. ITV Digital also gives you access to up to 15 free-to-view channels including BBC News 24 and ITV2.

Whether you're a sports fan or movie buff, soap addict or shopaholic, news hound or simply looking for new comedy, you'll find it all right here on ITV Digital. In fact, there's so much choice you might want to look at the kind of selections other people have made...

entertainment

Pleasing everybody all the time is what we do best. Our entertainment selection includes the ITV Sport Channel and FilmFour, as well as all of our available Primary channels, so you can make sure there's movies and sport to entertain all the family.

If the two channels count as one choice

These two channels count as one choice

£14.00

+

--	--

£6.99 **£5.99**

= **£26.98**

Pay monthly for this selection

Includes up to 15 free-to-view channels

football

Love football more than anything else in the world? Us too. That's why ITV Digital brings you live football action, with coverage of the competitions that count, from the UEFA Champions League and FA Barclaycard Premiership to Nationwide Division 3.

If the two channels count as one choice

These two channels count as one choice

£14.00

+

--	--

£6.99 **£3.00**

= **£23.99**

Pay monthly for this selection

Includes up to 15 free-to-view channels

sport

Add this great all-round sports package to the available Primary channels, and you've got all the sport that you can handle - football, tennis, cricket, rugby, skiing, surfing, truck-racing, rallying, cycling and probably tiddly-winks too.

If the two channels count as one choice

These two channels count as one choice

£14.00

+

--	--	--	--	--

£6.99 **3.00** **16.00**

= **£39.99**

Pay monthly for this selection

Free when you choose Sky Sports 1 and/or Sky Sports 2

Includes up to 15 free-to-view channels

movies

Everyone loves a good movie. So we give you up to 700 a month with channels like these. From all-time faves on Carlton Cinema to the latest blockbusters on Sky Premier and cult classics on FilmFour, we bring you everything but the popcorn.

If the two channels count as one choice

These two channels count as one choice

£14.00

+

--	--	--

£16.00 **£5.99**

= **£35.99**

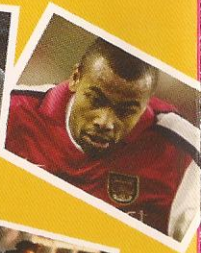
Pay monthly for this selection

Includes up to 15 free-to-view channels

Sign up to ITV Digital and you could start watching today.

* ITV Sport Channel is currently unavailable on DTT in Northern Ireland.

† ITV Sport Select pay-per-view services are available without subscription to the ITV Sport Channel.



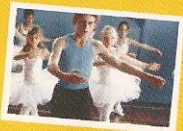
easy to
use
easy to
choose

With ITV Digital, you could access up to 50 of the best channels available including E4, Discovery Channel, Sky One, ITV Sport Channel, FilmFour and Cartoon Network to name but a few.

As if all that wasn't enough, we also offer interactive services with ITV Active including internet access and email through your TV.*

Best of all, we give you all this through a normal TV aerial. So there's no dish, no cable and no fuss.

Want to find out more? Read on...



*Call charges apply.

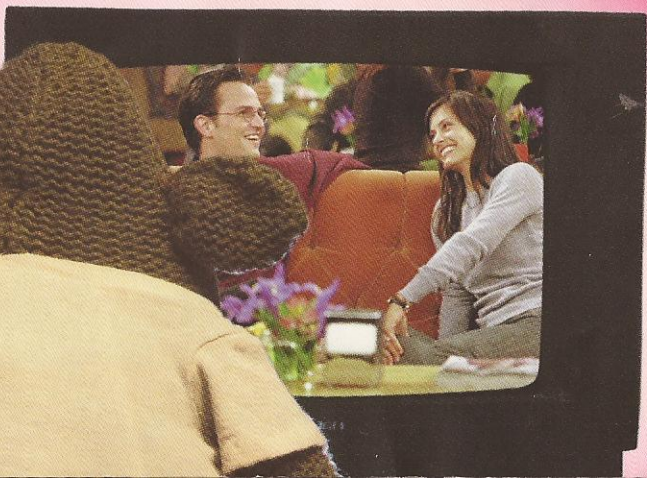
Images courtesy of: Coyote Ugly © 2000 Touchstone Pictures and Jerry Brickheimer Inc. ARR; Gladiator courtesy of Sky Premier; football image courtesy of Allsport; Mission Impossible 2 courtesy of Sky Premier; Friends courtesy of E4; Coronation Street courtesy of ITV; Bedazzled © Twentieth Century Fox ARR; Billy Elliot © 2000 Universal Studios ARR; The Simpsons courtesy of Sky One.

ITV Digital Important Information:

All programmes and channels are available subject to coverage and may be changed from time to time. Information correct at time of going to press (10/01).

£25 connection fee applies. ITV Digital box and ITV Active box are provided on free loan while you subscribe. Minimum subscription term of 12 months applies.

Not available to non-domestic customers (pubs, clubs etc.). Separate commercial packages are available – contact ITV Digital for details. Subject to status. Channel hours may vary. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade fee of £25 will be payable if required. See contract for Standard Aerial Upgrade policy. Standard Aerial Upgrade not available to Digital Television subscribers who do not enter into a 12 month minimum term ITV Digital Subscription Agreement. Some services are not available on certain types of digital television. ITV Digital and/ or ITV Active boxes must be returned or will be collected by ITV Digital if subscription contract terminates. ITV Active requires connection, when in use, to a fixed telephone line. Subscription £5 per month while you are also subscribing to ITV Digital. Call charges apply. Credit/debit card details may be taken as security. For further details, please call ITV Digital free on 0808 100 0101 (calls may be recorded) or write to ITV Digital Customer Service, PO Box 4, Plymouth PL1 3XU. © ITV Digital 2001. Registered Office ITV Digital plc, 346 Queenstown Road, London SW8 4DG. Registered Number 3302715.



Prepaid & Pay monthly

ITV Digital

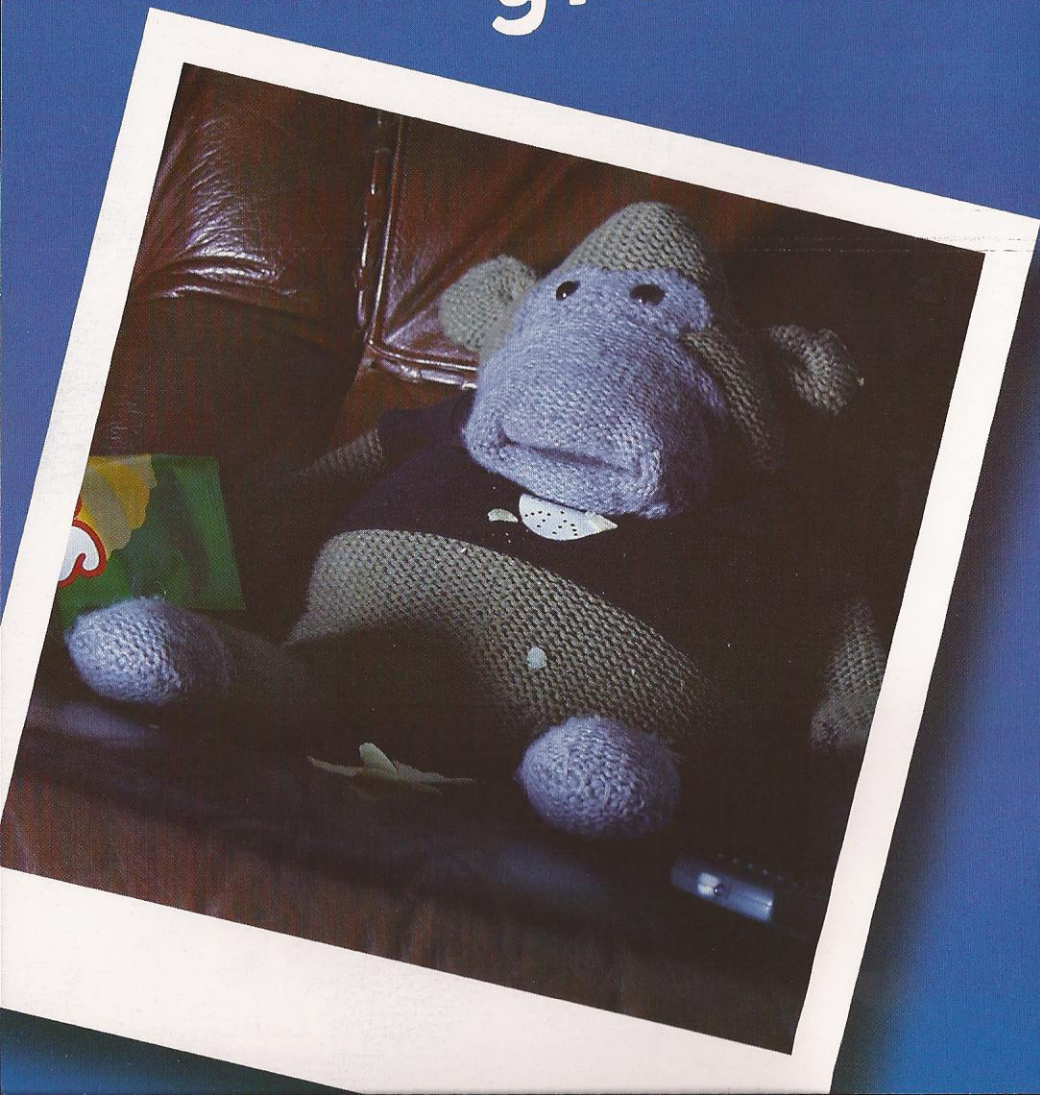
Great entertainment
and very simple

(like my friend Al)



itv
DIGITAL

It's never been
easier to enjoy
so much
great TV



If you think that getting digital TV has to be complicated, we've got some good news for you.

We offer you all your favourite channels including E4 (featuring new series of Friends and ER), Discovery Channel, Paramount Comedy Channel, FilmFour, MTV and Cartoon Network, to name but a few.

Best of all, we give you all this through a normal TV aerial. So there's no dish, no cable and no fuss.

You just plug an ITV Digital box into both your aerial socket and TV, and all these channels could be yours. You really could be watching today, and what's more the ITV Digital box is free while you subscribe.

And because it's digital, you'll find that the picture and sound quality are better than anything you've seen before.

As if all that wasn't enough, we also offer interactive services that let you get more out of your favourite programmes (such as Who Wants To Be A Millionaire on ITV2), and if you like, you could even access the internet through your TV with ITV Active. That means surfing websites across the worldwide web, sending emails across the globe and even doing your weekly shopping online.

Take a few minutes to read about our services now, and you just may decide to sign-up to ITV Digital right away.

All your favourite channels

There's no such thing as too much telly, when you're talking about quality channels like these.

Below, you'll find our complete channel line-up. It's divided into free-to-view channels which cost nothing for ITV Digital customers, Primary channels, which bring you a wide choice of

Free-To-View Channels

<p>An entertaining mix of programmes including drama, news, journalism, documentaries, comedy and entertainment.*</p>	<p>Diverse programming on subjects which captivate, inspire and stimulate, as well as original comedy with a real edge.*</p>	<p>A refreshing mix of witty and irreverent original programmes and unexpected theme nights that you won't see anywhere else.*</p>	<p>Round the clock news from the BBC, with headlines every 15 minutes and live coverage of events as they happen around the world.*</p>	<p>BBC Knowledge with its stimulating mix of factual content takes you further into the topics that really interest you.*</p>	<p>BBC Parliament brings live, uninterrupted coverage of the House of Commons and 'recorded as live' coverage of the House of Lords. Audio only.*</p>
<p>Press Text while watching any BBC channel for BBCi - the interactive service giving you the very best in news, sport, weather, entertainment, education and more.**</p>	<p>All your traditional favourites, now utterly transformed by digital technology.</p>	<p>The younger alternative with great entertainment & extensions of the best ITV1 shows. Available in England, Scotland & Wales.</p>	<p>The younger alternative with great entertainment & extensions of the best ITV1 shows. Available in N.Ireland.</p>	<p>Its edgy, it's risky, it's innovative. Channel 4 offers an alternative to the mainstream, placing a premium on originality and diversity.</p>	<p>FourText gives programme details and times for the current and following day for Channel 4 and FilmFour.**</p>
<p>A lively terrestrial channel with better UK-wide coverage than ever before.</p>	<p>Clearer text, web-style graphics, faster, easier... it's definitely not the teletext you know.**</p>	<p>Offers up-to-date information and programme listings for ITV1 and ITV2 whilst keeping the TV picture permanently in view.**</p>	<p>With the ITN News Channel you can witness the latest news from home and abroad as it breaks each morning. From 5.30am-9.00am.</p>	<p>The high street on your TV. Shop from your sofa with this Channel. Not available in Wales.</p>	<p>TV Travel Shop has exclusive holiday offers from all the major tour operators.</p>
<p>Tele8 provides an hour of Gaelic programmes every day, including cartoons, documentaries, religious services and music shows. Only available in Scotland.</p>	<p>Home grown programming for Wales, 12 hours a day. Only available in Wales.</p>	<p>S4C2 is a bi-lingual service showing live debates from the National Assembly for Wales whenever it is in session. Only available in Wales.</p>			

Pay-Per-View Channels

<p>Catch some of Hollywood's latest blockbusters months before they are available on subscription movie channels - just pay as you go.</p>	<p>Live pay-per-view matches from the FA Barclaycard Premiership. Also available as part of a package.</p>	<p>Adult programmes and movies from 10 pm every night. Just pay for what you watch.</p>
--	--	---

Additional Services

<p>An interactive information service offering a TV listings guide, UEFA Champions League news, competitions and loads more.</p>	<p>Enjoy a new kind of TV with the latest interactive services: surf the web, shop, email and soon play along with your favourite TV shows.</p>
--	---

comedy, cartoons, dramas and documentaries, and Premium channels, which bring you the latest and best in movies and sport.

So whether you're a sports fan or movie buff, soap addict or shopaholic, news hound or simply looking for a good laugh, you'll find it all right here on ITV Digital. You might find it useful to look at the kind of selections other people have made, so you'll find a few ideas overleaf.

Primary Channels

<p>A very popular entertainment channel for all the family, packed with favourites like The Simpsons, award winning drama and loads more.</p>	<p>The UK's only music and comedy channel, featuring current sounds and the best in cut comedy.</p>	<p>The very best of British comedy and drama. It's TV you want to see again and again.</p>	<p>Inspirational ideas for gardens, homes, travel and food all courtesy of your favourite personalities.</p>	<p>Stimulating factual entertainment, from natural history to crime and crises.</p>	<p>Showing a wider range of films than any other film channel, Caron Cinema has something for everyone. Great films without paying a premium.</p>
<p>Nickelodeon is stacked with wicked cartoons and the coolest live action, comedy and drama.</p>	<p>Comedy is Paramount. The only channel dedicated to bringing you outstanding comedy from both sides of the Atlantic.</p>	<p>The entertainment channel from Channel 4, bringing you the best entertainment from the UK, US and the rest of the world.</p>	<p>For toonastic entertainment catch Cartoon Network, the 24 hour a day animation channel. Toon into brand new cartoons and family favourites.</p>	<p>The number one music channel bringing you the biggest hits and exclusives that count.</p>	<p>Top class international sport with a focus on British achievement at home and abroad.</p>
<p>Factual entertainment for enquiring minds encompassing adventure, science and technology, nature, history and exploration.</p>	<p>Hit programming from both sides of the Atlantic including drama, comedy, soaps, action and adventure.</p>	<p>Men & Motors, with its fast cars, fast bikes and fast women, is certain to get viewers hot under the bonnet.</p>			

Premium Channels

<p>A premier film and entertainment channel. It offers some of the best in quality film and entertainment.</p>	<p>Action, action and more action. Sci-Fi, thrillers, martial arts, comedies. A 24 hour contemporary movie channel.</p>	<p>Over 120 different films every month including the best of British, quality Hollywood and controversial classics.</p>	<p>British live sport. In-depth sporting analysis. A wide range of sport-related programmes including Premier League Football.</p>	<p>Sporting action including live coverage of international cricket test matches, rugby union, golf and the dramas of the FA Cup.</p>	<p>Live action ranging from American Football through to WWF wrestling. You get Sky Sports 3 free when you choose either Sky Sports 1 or Sky Sports 2.</p>
<p>Exclusive action from the UEFA Champions League, Nationwide Football League and Worthington Cup featuring more than 130 top quality matches per season.*</p>	<p>Adult entertainment from midnight to 4am, 7 nights a week.</p>	<p>Adult entertainment every night of the week from 12am to 5.30am. Initial one off payment of £12. Not available in Wales. Minimum 12 month term.</p>			

* ITV Sport Channel currently unavailable on DTT in N.Ireland.

can't decide? here are our suggestions...

We'd hate to think that all this choice was starting to get confusing. So here are four examples of the kind of choices other people have made.

football

Love football more than anything else in the world? Us too. That's why of the competitions that count – from the UEFA Champions League and



+

ITV Digital brings you live football action, with coverage FA Barclaycard Premiership to Nationwide Football League Division 3.



=

Pay monthly for this selection
£23.99
Includes up to 15 free-to-view channels

entertainment

Pleasing everybody all the time is what we do best, as well as all of our available Primary channels, so



+

Our entertainment selection includes the ITV Sport Channel and FilmFour, you can make sure there's something to entertain all the family.



=

Pay monthly for this selection
£26.98
Includes up to 15 free-to-view channels

sport

Add this great all-round sports package to the available Primary channels, so you've got all the sport you can handle, probably tiddly-winks too.



+

got all the sport you can handle, probably tiddly-winks too.



=

Pay monthly for this selection
£41.99
Includes up to 15 free-to-view channels

movies

Everyone loves a good movie. So we give you over 700 a month with channels Carlton Cinema to the latest blockbusters on Sky Premier and cult classics on



+

like these. From all-time faves on FilmFour, we bring you everything but the popcorn.



=

Pay monthly for this selection
£37.99
Includes up to 15 free-to-view channels

Welcome to the new home of football

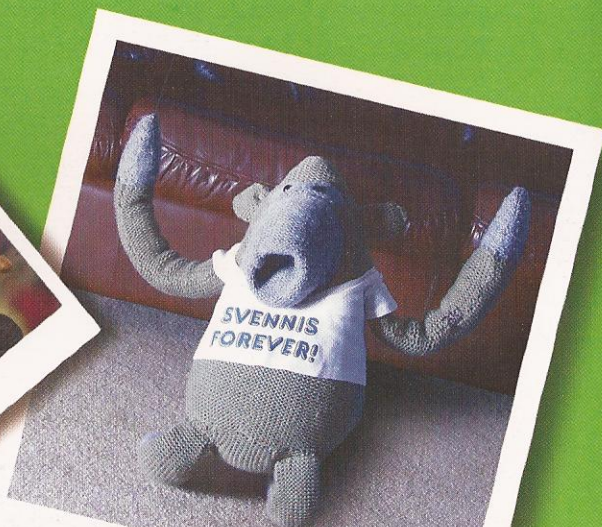
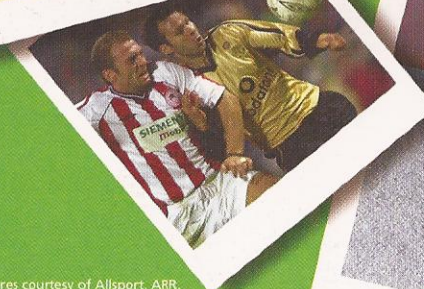
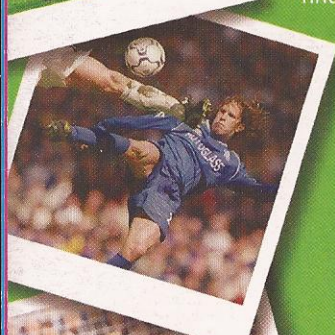
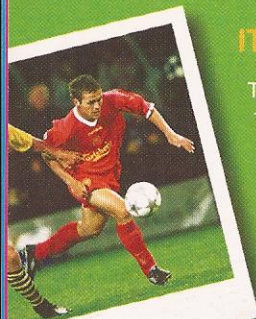
ITV Digital really is the new home of football.

That's because we bring you every aspect of the beautiful game, from the glamour of the UEFA Champions League, to the excitement of the FA Barclaycard Premiership and the action from the Nationwide Football League.

In between, there's top action from the cup competitions that matter, plus International football.

With the new ITV Sport Channel and Sky Sports 1, 2 and 3, you'll find coverage of all these competitions, including every single match in the UEFA Champions League 2001/2.

- ★ UEFA Champions League
- ★ FA Barclaycard Premiership
- ★ Nationwide Football League Divisions 1, 2 and 3
- ★ AXA FA Cup
- ★ Worthington Cup
- ★ International Matches
- ★ Bank of Scotland Scottish Premier League
- ★ Tennents Scottish Cup.



Lights, camera and all the action you can handle

ITV Digital brings you more than 700 movies every month.

Ranging from the latest blockbusters on Sky Premier and Sky MovieMax, through to all-time classics on Carlton Cinema.

You'll also find plenty of cult, edgier movies on FilmFour.

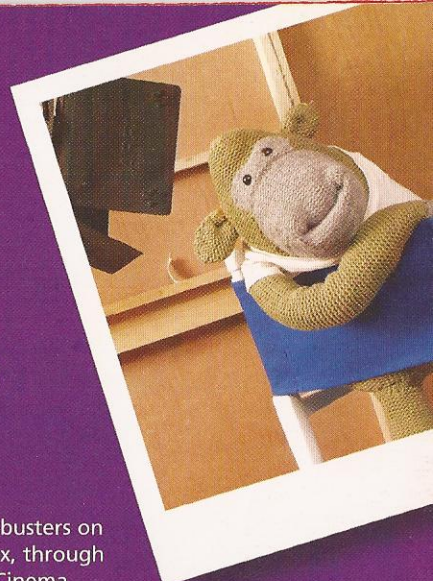
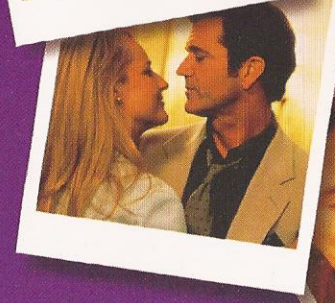
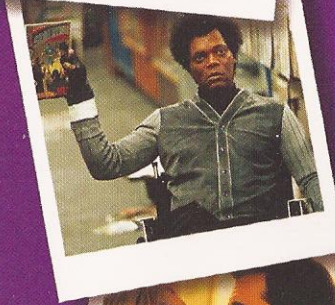
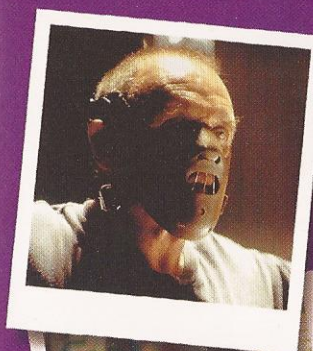
When you watch movies with ITV Digital, you get to enjoy digital quality picture and sound. Best of all, more and more of the movies you can see come with the option of widescreen format and surround sound.

ITV Select – our pay-per-view service

Everyone wants to see the latest films first. So we also bring you ITV Select. This is our pay-per-view service, that lets you order the very latest releases using your remote control, to view at a choice of times to suit you.

With 5 ITV Select channels and a choice of start times, there's always a great film starting soon.

That's why so many people saw Hannibal, Unbreakable, Chocolat and What Women Want here first. So whatever you've missed at the cinema lately, chances are you'll be able to see it soon on ITV Select.



So now you're sure you want it - how do you get **ITV Digital?**

1 Pay Monthly

Just sign up to ITV Digital in-store and take home a free ITV Digital box, that's on loan while you subscribe.

It's simplicity itself to set up and use. Just plug the box into both your TV and a normal aerial. There's no dish, no cable and no fuss.

You can even pay monthly, if you buy a digital TV. Simply sign up to ITV Digital in-store and enjoy our channels and services without a dish, cable or even a set top box. Look out for TVs bearing the DVB mark - the mark of a digital television.

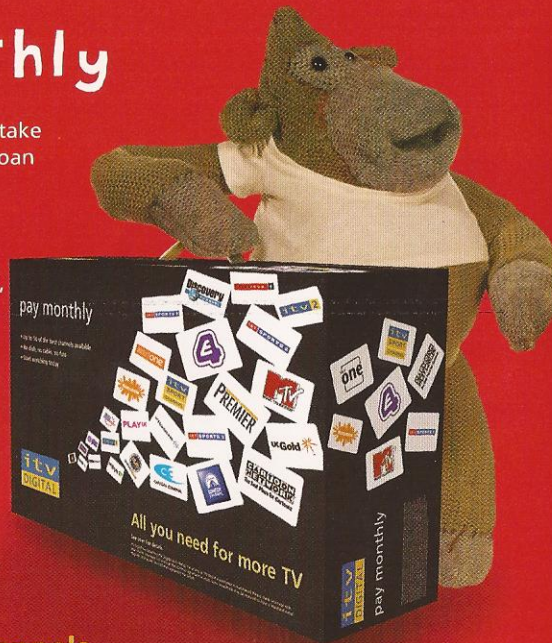
A standard £25 connection fee applies.

Now comes the fun bit - choosing your Primary channels.

For the best in entertainment, comedy, cartoons, music and loads more choose your Primary channel option:

option 1 Any 6 available Primary channels - £12 per month
Includes up to 15 free-to-view channels

option 2 All available Primary channels - £14 per month
Includes up to 15 free to view channels

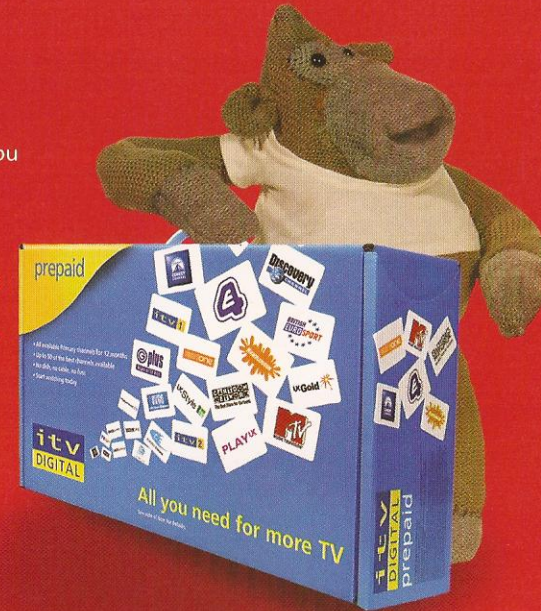


2 Prepaid

When you buy ITV Digital Prepaid for a single, one-off payment, we will loan you an ITV Digital box free for 12 months.

Prepaid gives you access to up to 15 free-to-view channels and all available Primary channels from the list on pages 3 and 4. So you can sit back and enjoy a whole year's great digital TV viewing.

A standard £25 connection fee applies.



**Now you've chosen Pay Monthly
or Prepaid turn over to
add your Premium channels...**

want more
movies and sport?

Simply add your Premium channels

Even with all the available Primary channels,
you may want a little more.

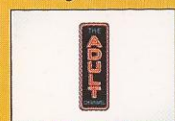
So whether you're a big sports fan or a massive movie buff, you can also
add any of these Premium channels whenever you wish.

			
£6.99 extra per month	£9.99 extra per month	£5.99 extra per month	

			
		<small>Sky Sports 3 is free when you choose Sky Sports 1 and/or 2</small>	<small>Sky Sports 3 is free when you choose Sky Sports 1 and/or 2</small>

All 4 of these channels	£23 extra per month	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Any 3 of these channels	£21 extra per month	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Any 2 of these channels	£18 extra per month	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any 1 of these channels	£15 extra per month	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

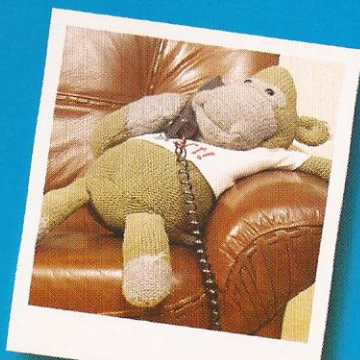
These channels can only be added via
ITV Digital's Customer Services Department.



£7.99
extra per month



£7.99
extra per month
Initial one-off payment of £12.
Minimum 12 month term.
Not available in Wales.



ITV Active

Interactive Telly and the internet on your TV

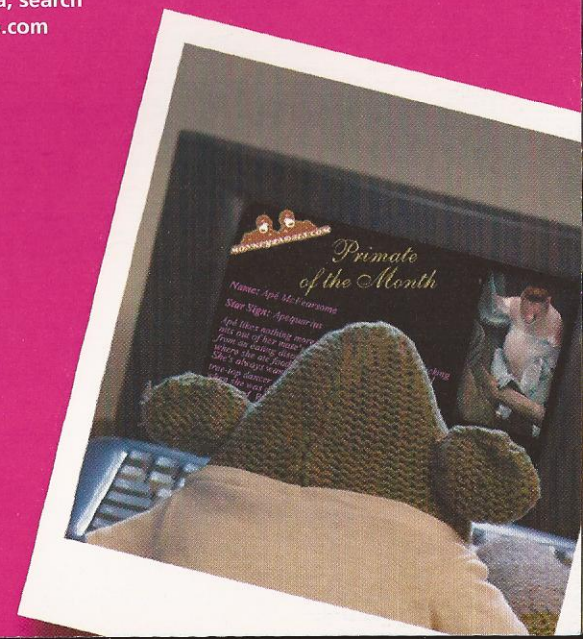
Whether you choose Pay Monthly, Prepaid or a Digital TV, you can also take
advantage of the revolutionary ITV Active service, that puts the internet on
your TV and even lets you interact with your favourite programmes.

ITV Active costs just £5 per month for ITV Digital customers, and because we
loan you an ITV Active box and remote keyboard free of charge while you
subscribe, there's no need to pay for an expensive PC*.

You simply connect the ITV Active box to your TV and telephone socket,
press the WWW button on the remote keyboard, and get ready to
surf millions of websites.

And that's not all

- * Email your family and friends from your sofa
- * Play along with some of your favourite TV game shows, chat with screen
stars, check your horoscope and even download mobile ring tones
- * Talk to other footy fans online – before, during and after the match
- * Surf millions of sites from your sofa, search
for info and shop online with tesco.com
- * You can even watch TV while
you surf the internet.

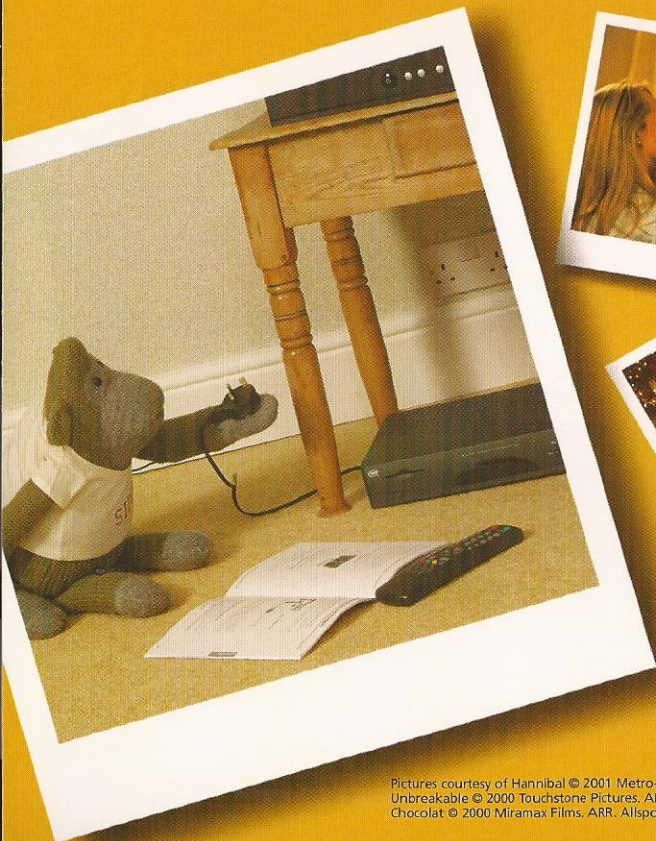


it isn't rocket science - it's just great TV

Whatever kind of telly you're after,
you're going to find it on ITV Digital.

More than 700 movies every month. More football than you can possibly
imagine. News, soaps, music, cartoons, comedy – it's all right here.

It's all really easy to get hold of too, because ITV Digital arrives
through a normal aerial. So there's no need for a satellite dish,
and in most cases, no waiting for an installer.



You could be watching today.

Pictures courtesy of Hannibal © 2001 Metro-Goldwyn-Mayer Pictures Inc. and Universal Studios. ARR. Unbreakable © 2000 Touchstone Pictures. ARR. What Women Want © 2000 Icon Film Distribution. ARR. Chocolat © 2000 Miramax Films. ARR. Allsport. ARR UK Gold. ARR. Sky One. ARR. E4. ARR. MTV. ARR.



ITV Digital Important Information:

All programmes and channels are available subject to coverage and may be changed from time to time. Information correct at time of going to press (12/01). £25 connection fee applies. ITV Digital box and/or ITV Active box are provided on free loan while you subscribe. Minimum subscription term of 12 months applies. Not available to non-domestic customers (pubs, clubs etc.). Separate commercial packages are available – contact ITV Digital for details. Subject to status and terms. Channel hours may vary. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade fee of £25 will be payable if required. Standard Aerial Upgrade not available to Digital Television subscribers who do not enter into a 12 month minimum term ITV Digital Subscription Agreement. Some services are not available on certain types of digital television. ITV Digital and/ or ITV Active boxes must be returned or will be collected by ITV Digital if subscription contract terminates. ITV Active requires a fixed telephone line and call charges will be incurred. For further details, please call ITV Digital free on 0808 100 0101 or write to ITV Digital Customer Service, PO Box 4, Plymouth PL1 3XU.

Want to upgrade your set top box and remote control to the latest technology?

Just cover the ONdigital logos with these new stickers and you'll be away.

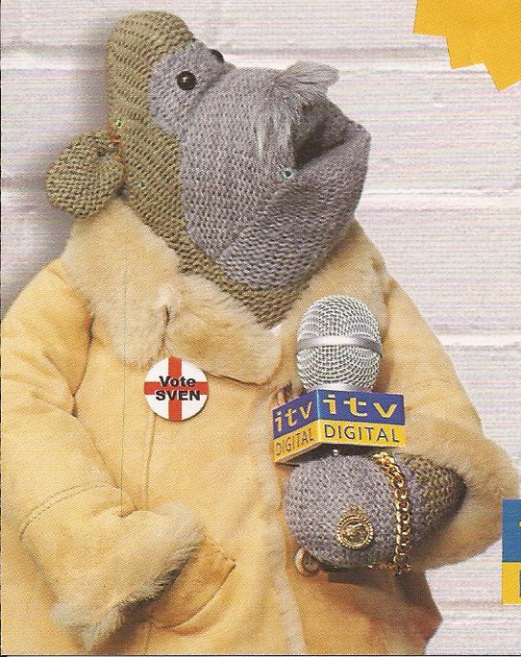


Dixons

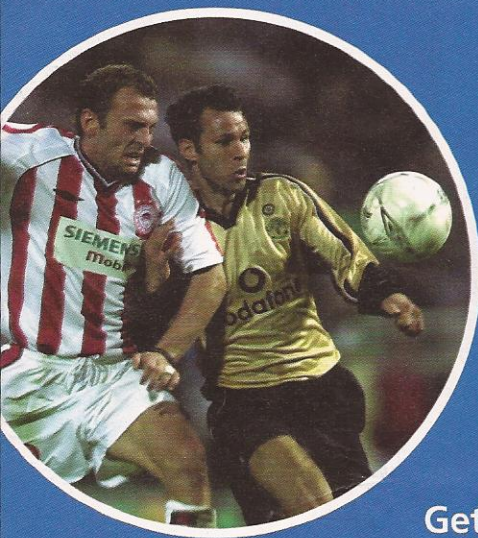
Free
**ITV Sport
channel**
for 3 months

When you subscribe to ITV Digital

**Plus
Free
Monkey**



itv
DIGITAL



Free ITV Sport Channel for 3 months

Get better telly with ITV Digital today.

And we're not just bringing you the best in entertainment – sign up today and you could be watching the ITV Sport Channel free for 3 months. On top of all that, we'll even send you a free Monkey to watch the telly with you.

So what's on?

Well, with the ITV Sport Channel you can enjoy exclusive live games from the UEFA Champions League, Nationwide Football League and Worthington Cup.

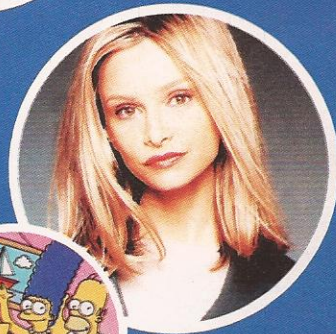
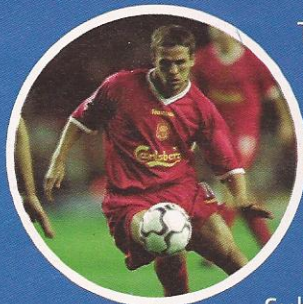
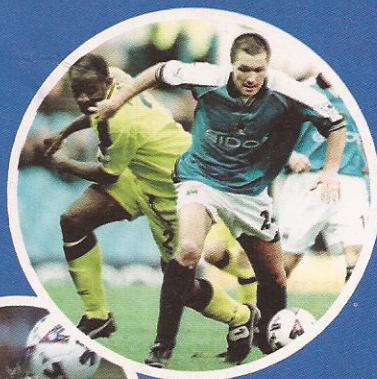
To top that we could also bring you Sky Sports 1, 2 and 3.

And with channels like E4, Sky One, Nickelodeon, Discovery Channel, UK Gold and MTV there's something for everybody.

How do I get it?

Subscribe to any ITV Digital package and you will automatically receive the ITV Sport Channel free for 3 months and we'll send you a free Monkey.

Once you've taken out your 12 month subscription and activated your ITV Digital box we will send your monkey within 28 days.

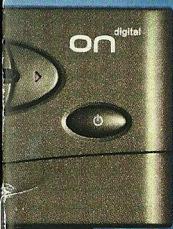


Offer ends 31 December 2001



Pictures courtesy of: Sport, Allsport ARR. The Simpsons, Sky One. ARR. Ally McBeal, TM & © Fox and its Related Entities. ARR. ITV is subject to coverage, status and terms. ITV Digital box is provided on free loan while you subscribe. Minimum terms of 12 months' subscription to 6 Primary channels. Not available to non-domestic customers (pubs, clubs etc). Please check availability with your retailer. Reception may vary on the type of and condition of existing aerial installation. Standard aerial upgrade of £25 will be payable if required. Monkey supplied with t-shirt only. On expiry of free ITV Sport Channel offer you will be charged at our standard rate. We will contact you before expiry to remind you.

© ITV Digital 2001. Registered Office ITV Digital PLC 346 Queenstown Road London SW8 4DG. Registered Office 3302715.



FREE ONdigital box

while you subscribe to ONdigital.

More choice through your aerial.

digital
on

So what exactly is digital television?

Digital television is simply a better way of watching TV.

You can look forward to pin-sharp pictures and great quality sound. But best of all, there's a whole new world of exciting channels to choose from - with far more of the programmes you really want to watch.

And now thanks to ONdigital, you can be sure getting digital television is refreshingly simple and affordable.

No dish. No cable. Simply an aerial.

ONdigital is really simple to switch on and use because it comes through a normal TV aerial. So you don't need a dish or cable.

All you do need is an ONdigital box that sits on top of your TV and plugs into the back of the set.

Everything you need for peace of mind

Choose ONdigital and we'll give you everything you need to enjoy the world of digital TV.

Your monthly subscription includes a FREE set-top box with remote control for as long as you subscribe to ONdigital - plus your choice of quality channels, access to your favourite programmes in superb digital quality, and plenty more besides.



Worry-free viewing

The ONdigital Helpline will help you with any queries or questions you may have quickly and courteously. Just call our Customer Support team on **0870 600 9696**, open 7 days a week, 8am-11pm.

And if your ONdigital box should develop a fault, we'll promptly replace it free of charge.

Will my aerial pick up ONdigital?

YES! In the majority of cases, your existing TV aerial will be ideal.

Some viewers may need an upgrade to their existing aerial. Subject to our terms and conditions, ONdigital will be happy to arrange for a Standard Aerial Upgrade by qualified engineers, if required, for a special rate of £40.

Call the ONdigital Customer Support team for further details on **0870 600 9696**.

Coverage

Already, ONdigital reaches the majority of the UK population. This coverage will rapidly increase over the next 18 months. Ask your retailer to check your coverage and tell you which channels you will be able to receive.

Now read on to discover more about the great ONdigital services your monthly subscription will give you...

Let your TV make your life simpler

With ONdigital you also get our ONscreen Guide. Fast and easy to use, your guide shows you what's on now and what programmes are to follow, all without interrupting your viewing.

ONdigital subscribers can already play interactive games on their TV.

And soon ONdigital will offer you a range of Pay-per-View programmes. With an optional keyboard, ONdigital customers will even be able to send and receive e-mail through their TV set.

What channels will I be able to watch?

Receiving digital TV through an aerial is the best way of seeing your favourite channels in digital as well as a wide selection of new ones. That's because digital ITV and the new ITV2 are **not** available on satellite.

You'll also be able to receive BBC ONE, BBC TWO, Channel 4 and Channel 5 in digital quality. Plus other new 'Free-to-View' channels, including BBC NEWS 24 and BBC CHOICE.

On top of these you can receive a choice of other great channels from key broadcasters as well as Digital Teletext (coming soon).

To make things simple, we've grouped the channels you can watch under three headings: Free-to-View, Primary and Premium.

Free-to-View channels

BBC ONE, BBC TWO, ITV, Channel 4, Channel 5 and Digital Teletext are known as 'Free-to-View' channels. If you receive digital TV through an aerial you can watch them in digital at no extra cost. There are other exciting new Free-to-View channels to watch including ITV2, BBC CHOICE and BBC NEWS 24. All BBC digital services are available as part of the licence fee.

ONdigital Primary channels

ONdigital lets you view a wide variety of Primary channels which you pay for by subscription. These offer lots for all the family, including documentaries, films, sports and cartoons. Choose any six or go for all of ONdigital's Primary channels - the choice is yours, and the amount you pay depends on the number you take. You also get First ONdigital and Shop! as free bonuses.

UEFA Champions League

ONdigital viewers can look forward to live coverage of the UEFA Champions League from this Autumn. Free to all ONdigital customers who take six or more Primary channels for the '99/2000 season (subject to coverage), the world's most thrilling club competition is not to be missed.

ONdigital Premium channels

For a little extra each month you can watch FilmFour or the Sky Premium channels - Sky Premier, Sky MovieMax, and Sky Sports 1 (with Sky Sports 3 as a bonus channel). So you can catch everything from the latest blockbusters to all the live televised Premier League soccer action.



Pick and mix the Primary channels you want

Some television companies only offer set packages that include channels you don't want. Worse still, you have to pay for the channels you never view.

So it's good to know that ONdigital lets you choose your own Primary channels.

ONdigital is the **only** service which gives you this freedom of choice.

You can also change your choice of channels free of charge. We just ask that you keep them for a minimum of 30 days.

A great choice of channels

Unless you opt for the Basic Entry Choice you can choose any six or take all of our Primary channels.

That's in addition to two bonus services: First ONdigital (our special showcase service featuring first screenings of major dramas, entertainment, comedy, music and exclusive sporting occasions) and Shop!, a new shopping channel from Granada and Littlewoods.

Then simply add and pay for the Premium channels you want.

As an introductory offer you can choose to receive all ONdigital Primary channels for the price of six for the first three months.

Then, you simply pick those you want to receive to create your very own line up.



Free-to-View channels

All ONdigital customers have access to Free-to-View channels at no extra cost.



The programmes you know and love in digital quality with more widescreen broadcasts.



The programmes you know and love in digital quality with more widescreen broadcasts.



The BBC's first new general channel since BBC TWO. Scotland, Wales and Northern Ireland each have their own version.



The BBC's vast news gathering resources bring live, uninterrupted coverage of key events as they happen, 24 hours a day.



An integrated television and programming internet service that gives you the knowledge you want in a new and involving way. Look out for the summer launch.



A complete parliamentary service providing factual information on the issues that shape the way we live. (Audio only.)



Great graphics and information, from today's news headlines to shareprices in Japan. Quick and easy to find your way around. (Coming soon.)



You know what's on. But the quality of the picture and sound may come as a surprise. Not available on satellite.



New from ITV. A contemporary mix of sport, drama, music, factual programmes and entertainment for a younger audience.



Popular mainstream viewing with entertainment, new comedy, drama and films plus sport and documentaries.

You will only be able to receive one of these channels.



The quality programmes you'd expect, but with widescreen pictures and CD sound.



Home-grown programming for Wales, 12 hours a day.



Digital Teletext will provide quicker pages, text will be easier to read and the pictures and graphics more detailed. (Coming soon.)

Remember – whilst ONdigital viewers can enjoy digital ITV & ITV2 and Digital Teletext, these services are **not** available for satellite TV subscribers.

*The BBC brings you these as part of the licence fee.

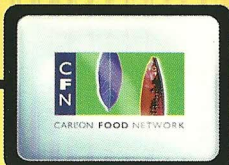
†Not available in Scotland and Northern Ireland.

ONdigital Primary channels

These two channels count as one choice



The very best of contemporary dramas, plus quizzes, movies, comedies, documentaries and sporting and music events. High quality, both acquired and home grown.



Europe's only dedicated food channel, bringing you the world's finest chefs, food experts and celebrities, serving over 50 hours of mouth-watering programmes every week.

These two channels count as one choice



The very best of children's programming: dramas, documentaries, educational series, puppet shows and animation. Wide appeal from tots to teens.



Wide range of factual programmes. Natural history, human interest, health, medicine, fitness, business, finance, travel, food. Also leisure, fashion, DIY, gardening, music, art.

These two channels count as one choice



The channel for inspiration, escape and entertainment, with the focus on homes, antiques, gardening, travel and cookery.



The best of the BBC's factual entertainment about real people, nature, history, science, travel and adventure.



The No.1 for family entertainment, featuring Friends, the Uncovered series, ER and award-winning Dream Team.



The passion, drama and excitement of sport at its highest level: live action from some of the biggest events in the world.



24 hours of high quality choice ranging from vintage 30s titles to contemporary classics. Includes the world's brightest film-making talent.



The only 24-hour all cartoon channel. All time favourites include Tom & Jerry, The Flintstones and Bugs Bunny, plus new toons like Cow and Chicken and Johnny Bravo.



The UK's only music and comedy channel. A mix of harmony and hilarity with lots of new programmes alongside special versions of BBC shows.



Quality British comedy and drama. From Shooting Stars and Only Fools and Horses to Hamish Macbeth and This Life. The kind of TV you want to see again and again.

These two channels count as one choice



The ultimate women's magazine on air, offering the freshest, most compulsive and involving TV.



The ultimate men's magazine on air, featuring the latest test cars, fast bikes and fast women.



"The home of the hits", offering the very best in classic television entertainment from Britain and America.



This cult music channel mixes an irreverent presentation with hits and videos from mainstream and underground music. Coming July 1st.

ONdigital Premium channels

These two channels count as one choice



Recently-released box office hits, blockbusters, award-winning movies and originally produced films - plus Barry Norman's new film magazine show.



A potent cocktail of action, comedy, romance and cutting-edge independent cinema - pure movies with attitude.



The best of British live sport: in-depth sporting analysis. A wide range of sport-related programmes including Premier League Football.



A bonus channel when you choose Sky Sports 1 (only where available).



The best in modern independent cinema from the UK, Europe and the US every night from 6pm.

ONdigital Free Bonus channels



The High Street on your TV! For the biggest names and the best prices, turn on, sit back and Shop!



Regular specially commissioned programmes and events including dramas, entertainment, comedy and music.

Will it cost me an arm and a leg?

No, because you choose the Primary channels you want to watch, plus you don't have the expense of buying an ONdigital box.

For the first three months you get all our Primary channels for the price of just six, so you can get to know them before you choose.

Then, after three months, you simply choose any six – or take all Primary channels and increase your subscription by just £2 a month. This offer is not available for those customers who choose the Basic Entry Choice.

Your choice of ONdigital channels

- Any 6 Primary channels: £9.99 a month
- All Primary channels: £11.99 a month

Then, by paying a little extra, you can enjoy any or all of our Premium channels as well. Simply choose your Premium channels and add them to your selection.

- FilmFour: £5.99 a month extra
- Any 1 Sky Premier channel: £11.00 a month extra
- Any 2 Sky Premier channels: £15.00 a month extra
- All 3 Sky Premier channels: £18.00 a month extra

Other options

Channel Menu E

A small number of viewers may only be able to receive Channel Menu E. Your retailer will let you know if this applies to you. As you cannot receive six Primary channels, we give you a choice of Primary and Premium channels at a very special price.

Primary channels	Premium channels	£21.99 a month
Carlton Cinema	Sky Premier	
Cartoon Network	Sky Sports 1	
Sky One		
Eurosport		

Primary channels	Premium channels	£27.98 a month
Carlton Cinema	Sky Premier	
Cartoon Network	Sky Sports 1	
Sky One	FilmFour	
Eurosport		

Basic Entry Choice

Basic Entry gives viewers a choice of one Primary channel, Shop! and First ONdigital plus the soon-to-arrive Pay-per-View services and access to e-mail for £6.99 a month. Add any Premium channels you like for a little extra when you activate your subscription.

Joining ONdigital is simple

It's so simple, you can have ONdigital in your home today.

Just sign up at your nearest ONdigital retailer and choose your channels. Your retailer will then give you your ONdigital box, which you simply take home and plug in. Then just switch on, sit back and enjoy digital television at its finest.

Before you go ahead, the store assistant will check and confirm you're within the ONdigital coverage area.

Digital TV from ONdigital. It's the next step in television.

ONdigital Important Information

Set top box available for hire from ONdigital at no charge for as long as ONdigital subscription maintained. Minimum subscription is £6.99 per month for 12 months. Subject to status. Subscription amount may vary in accordance with the ONdigital subscription contract. Standard Aerial Upgrade fee of £40 may be payable if required. Not available to non-domestic customers (pubs, clubs etc.). Customers must be 18 years or over. Programmes and channels are subject to alterations and may vary according to coverage in your area. Please check coverage and availability with your retailer. Reception may depend on the type and condition of existing aerial installation. Set-top box must be returned or will be collected by ONdigital if subscription contract terminates. Credit/debit cards may be taken as security. One set top box per subscription. Information correct at time of going to press.

For further details, please call ONdigital free on 0808 100 0101 or write to ONdigital Customer Service, PO Box 4, Plymouth PL1 3XU.

For further details
please call ONdigital free on
0808 100 0101

More choice through your aerial.

digital
on